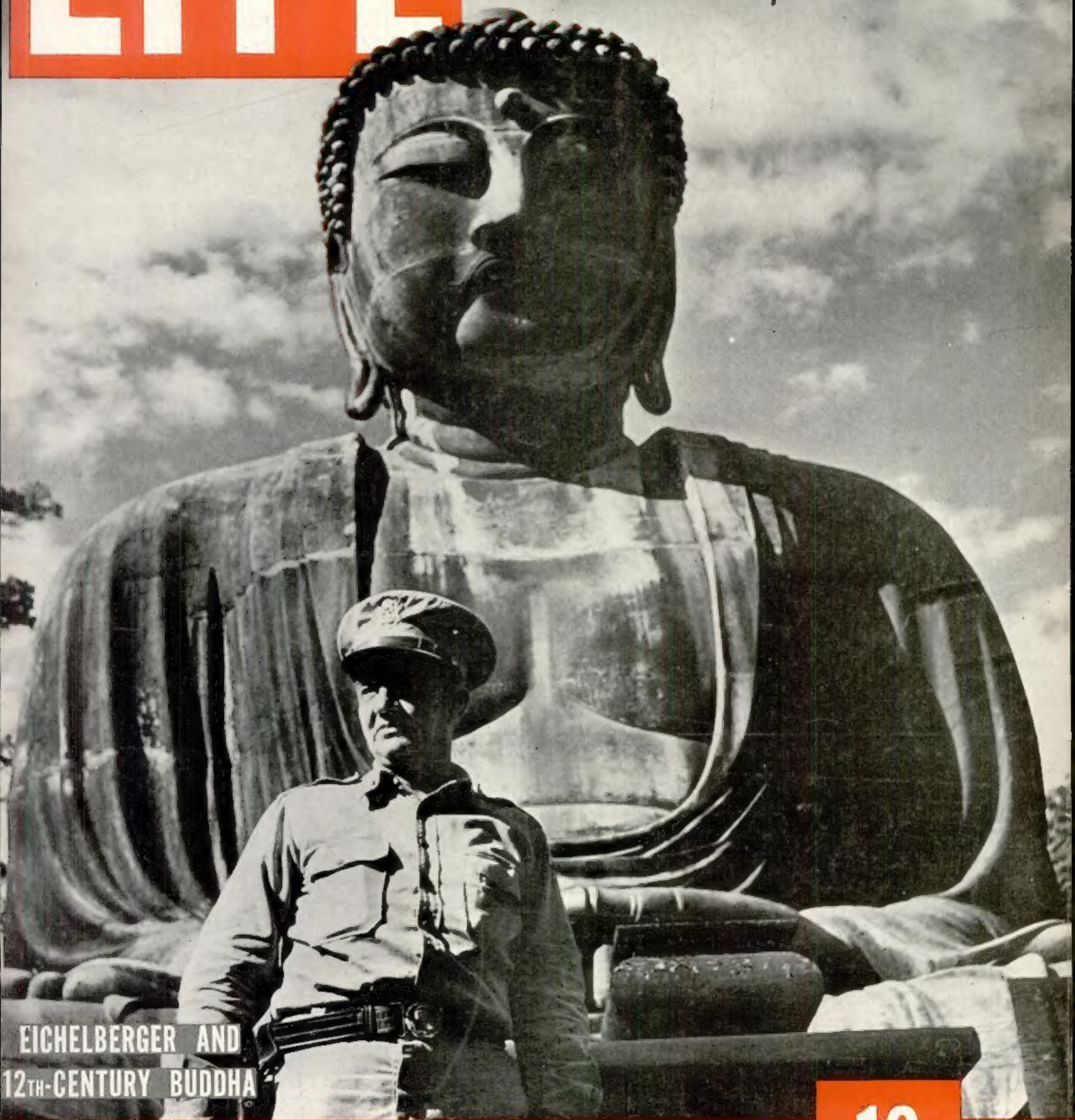


LIFE



EICHELBERGER AND
12TH-CENTURY BUDDHA

OCTOBER 8, 1945 **10** CENTS
BY SUBSCRIPTION: TWO YEARS \$8.50

Here it is! The Kelvinator "Automatic Cook" Electric Range

The "Self-Starting"
Electric Range that
cooks whole meals
all by itself!



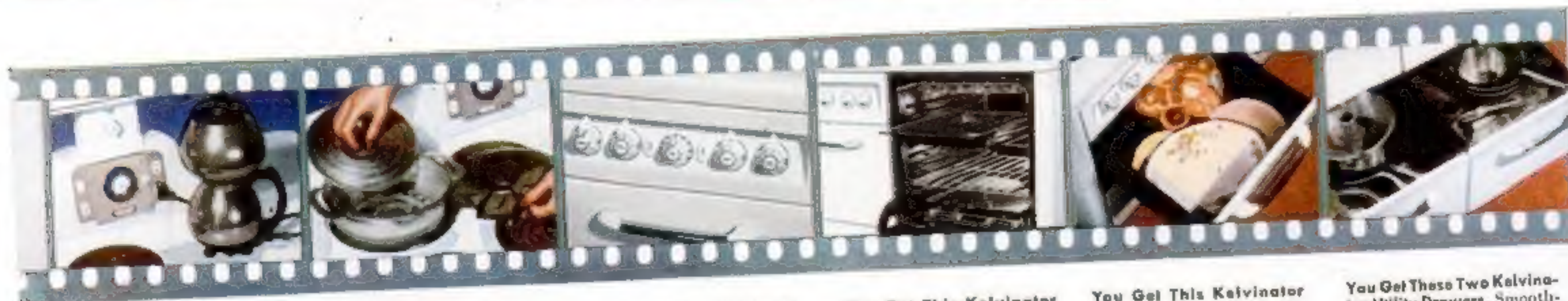
Here is an electric range designed to perform a dual task . . . make your cooking job easier, and help you serve more delicious vitamin-rich meals.

The "brains" of this Kelvinator Electric Range is an automatic timer that controls not only all oven operations, but top-of-the-range and deep-well cooking, too! It turns current on and times the cooking operation you want. Then it turns the current off when the food is cooked and ready to serve. It's so easy to use! You simply set a dial and forget the cooking until it's time to eat.

But the "Automatic Cook" is only part of the story. ★ Multiple-speed surface units give instant direct-contact heat ranging from a low that cooks cream sauces without a double-boiler to a high, frying heat. ★ A completely equipped, built-in Scotch kettle gives a new kind of economy. Cooks a whole meal on less than two cents worth of electricity.

★ Twin appliance outlets can be used to automatically control percolator, toaster, mixer, waffle iron. ★ A thermostatically-controlled heating unit keeps foods hot, and warms serving dishes in a special Warming Oven drawer. ★ And the gleaming white porcelain finish of the Kelvinator range is as easy to keep clean as a china dish.

Yes, here's expert cooking that's automatic. Cleaner, cooler, quicker, better. Be sure to see the Kelvinator "Automatic Cook" electric range for cooking de luxe!



You Get This Kelvinator "Automatic Cook." "The brains" of the range. Turns current on and off. Times all cooking operations. Easy, accurate, reliable.

You Get This Kelvinator Scotch Kettle. For economical top-of-the-stove stewing, steaming, baking, deep-fat frying. Completely equipped, cooks whole meals.

You Get These Kelvinator Multiple-Speed Switches. Accurate cooking heats; easy-to-read switches. A light above each dial indicates surface unit in use.

You Get This Kelvinator 2-Unit Broiler Oven. Big enough for a 25-lb. turkey. Automatic broasting. Convenient, smokeless broiler. Automatic floodlight.

You Get This Kelvinator Warming Oven. Deep, capacious drawer equipped with thermostatically-controlled unit, for warming dishes, keeping foods hot.

You Get These Two Kelvinator Utility Drawers. Smooth-sliding utensil drawers mounted on ballbearing rollers give you lots of storage space for your pots and pans.



THERE'S A KELVINATOR ELECTRIC RANGE SPECIALLY MADE TO FIT EVERY BUDGET! In addition to the "Automatic Cook" model, there are two other beautiful models, loaded with exclusive Kelvinator features!



Get the Best things First Get Kelvinator

Every time you wash your hair

USE LISTERINE ANTISEPTIC

as a precaution against

Infectious Dandruff

THE INFECTIOUS TYPE of dandruff is more prevalent than most people suppose . . . it may get a head start on you before you know it.

And, once started, it is nothing to laugh about; those ugly flakes and scales, that bothersome itching, may be symptoms of a troublesome condition that may persist a long time if neglected.

Be Constantly on Guard

As the name implies, infectious dandruff is "catching." For the sake of your scalp and hair the wise thing is to be always on guard against it.

Why not take sensible precautions regularly and often? Why not use this delightful antiseptic every time you wash your hair? Thousands of men and women are doing just that and are simply delighted with results.

Kills "Bottle Bacillus"

If the infection has already started, Listerine Antiseptic goes after it in a hurry . . . kills millions of the germs on your scalp, including *Pityrosporum ovale*, the stubborn "bottle bacillus" which many authorities recognize as a causative agent in the infectious type of dandruff. Both scalp and hair are given an antiseptic bath—which your common sense tells you is a sensible thing to do when infection is present.

Excess flakes and scales begin to disappear, irritation is quickly relieved, the hair feels delightfully fresh. Your scalp glows and tingles.

If the infection is not present the scalp and hair have had the benefit of an exhilarating and refreshing treatment.

76% Improved in Tests

Remember, the Listerine Antiseptic treatment is a tested method . . . its merit revealed in clinical research. In a series of tests 76% of the patients showed complete disappearance of, or marked improvement in, the symptoms of dandruff at the end of four weeks of the twice-a-day Listerine Antiseptic treatment.

LAMBERT PHARMACAL CO., St. Louis, Mo.



Pityrosporum ovale, the strange "bottle bacillus" regarded by many leading authorities as a causative agent of infectious dandruff.



The TESTED Treatment

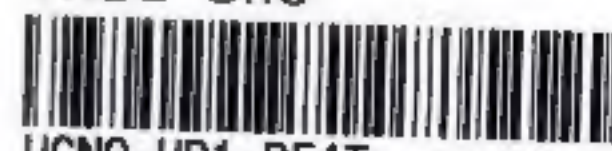
MEN: Douse full strength Listerine Antiseptic on the scalp morning and night. **WOMEN:** Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine massage once a week to guard against infection. Listerine is the same antiseptic that has been famous for more than 50 years in the field of oral hygiene.

LAUGH—with Billie Burke every Saturday morning over your C.B.S. Station.

See your local paper for time and station

This One



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*Family life
is smoother when
dispositions are good*

Youngsters mirror the slightest change in the mood of their parents. So conceal your worries from them. Help them grow up into well-adjusted men and women by keeping in a good mood.

*You like it...
it likes you*

7up
REG. U.S. PAT. OFF.

"Fresh up" - keep smiling!

Laugh with The "Fresh Up" Show.
Mutual Network... Every Wednesday
evening. 8:30 EWT - 7:30 CWT -
6:30 MWT - 8:30 PWT

When it looks as though good dispositions might become upset, it's a wise mother who brings chilled 7-Up from the refrigerator. Difficulties are soon forgotten in the enjoyment that 7-Up brings. For it's a cheerful, good-natured drink... fresh and clean in flavor... and so


pleasantly satisfying that you just naturally feel like smiling. That's why it is said that everyone likes it and it likes everyone.

So keep your refrigerator well stocked with 7-Up at all times. Any nearby store that displays the 7-Up signs will supply you.

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2

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NEW PASSENGER CAR TIRE

COMING SOON: A SYNTHETIC TIRE THAT WILL OUTWEAR PREWAR TIRES

THIS isn't a guess. A new kind of tire has been developed, and tests show that it will outwear prewar passenger car tires.

It is made of a new kind of synthetic rubber developed by B. F. Goodrich—different from the ordinary synthetic rubber in general use by the tire industry.

The new tire has had more than 2,000 separate tests. Taxicab fleets, state police departments and the B. F. Goodrich test fleet have run it 16,800,000

test miles. Not only does it give longer tread wear than prewar tires, but it has more resistance to bruising or damage from accident.

A new, slightly different shaped tread—we call it the "road level" tread—is another feature that means longer wear. Engineers had wished for years to make a tread just slightly flatter. But that more desirable shape always set up strains in the tire body, or "carcass," as it is called. B. F. Goodrich

developed an entirely new and stronger cotton cord, designed it into a carcass that stands all these strains and permits the use of the new flatter, longer-wearing tread.

In a few weeks these new tires will begin to be produced in large volume for shipment to our dealers, but supplies may be limited for quite a while. So take good care of the tires you have—make them last until you can replace them with these new, better B. F. Good-

rich Silvertowns. The B. F. Goodrich Company, Akron, Ohio.

More miles with

B.F. Goodrich

FIRST IN RUBBER

The best brushes have DU PONT NYLON BRISTLES



...the Navy uses Millions of 'em!

Here's a paintbrush any painter would like to get his hands on! It has bristles of Du Pont nylon—bristles that wear better (at least 3 to 5 times longer than hog bristles). They're uniform, hold paint well and let it flow on evenly and smoothly. They resist the destructive action of paints and thinners. And they even have better "feel"!

Since 1941, Uncle Sam has taken all of the nylon-bristled paintbrushes made. To date, the Navy has used several million. Someday nylon bristles will be available in ample supply. Not just for paintbrushes, but for

household, hair and industrial brushes as well. Meanwhile—

There's one kind of nylon-bristled brush you can buy today, the toothbrush! Today's leading brands are tufted with Du Pont nylon bristles. Ask for them! E. I. du Pont de Nemours & Co. (Inc.), Plastics Department, Arlington, N. J.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

PAPER FACES A WAR PUNCH...SAVE IT!

A Product of Du Pont Plastics

LETTERS TO THE EDITORS

JAPANESE SURRENDER

Sirs:

Much appreciation for the excellent pictorial record of the historic signing of the surrender by Japan in LIFE (Sept. 17). Every picture was worth "more than a thousand words."

RUBY K. DANIEL, M.D.

Dallas, Texas

Sirs:

Could it be possible that the negative was reversed when the picture of Rear Admiral John F. Shafroth was printed? It hardly seems possible that Commodore Matthew Perry's flag would be improperly displayed aboard an American battleship.

LNOR M. KOLAR

Chicago, Ill.

Sirs:

"... under the flag (evidently framed in reverse years ago). . ."

This reversal of the flag's usual position, I believe, is a Navy custom. The



SHAFROTH AND FLAG

flag is hung as it would fly from the mast of the moving vessel. Is the custom now out of practice?

A/C LEDDON W. MARTIN JR.
Monroe, La.

● The Bureau of Naval Personnel knows of no such custom. The unorthodox framing of the flag was probably just a mistake.—ED.

BEST COFFEE?

Sirs:

We were mildly surprised by your statement in "The Japanese Nation"

CONTINUED ON PAGE 4

LIFE is published weekly by TIME Inc. at 330 East 22nd Street, Chicago 16, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.
Subscription rates: U. S. and Possessions, 2 yrs., \$8.50; 3 yrs., \$12.50; Canada, 2 yrs., \$10.50; 3 yrs., \$15.50 (Canadian dollars, including duty and exchange); countries in Pan American Union, 1 yr., \$6.00; elsewhere, 1 yr., \$10.00. Special rates for members of the Armed Forces: 1 yr., \$3.50; 2 yrs., \$6.00; 3 yrs., \$9.00. There will be a 3-month delay in the entry of new non-military subscriptions.
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LIFE
October 2, 1945

Volume 19
Number 15



HE'LL GET LOTS MORE THAN FUN OUT OF A "Comeback Kit"



ARMY hospitals use it in "Reconditioning." The occupational therapists refer to it by Medical Stock No. F.441870. Actually it's a box of ideas and suggestions for the simple handcrafting and tooling of leather buckles, buttons, handbag plates, ornamental pins, etc. It contains all sizes and shapes of leather blanks, with pins, rivets and plates to be fastened on.

Hospital authorities tell us that this kit of gadgets has a lot more "comeback value" than just giving men something to do. And we are glad of that because we, too, are more interested in its value as an idea than in the incidental sale of a few dozens of our fasteners that go with it.

United-Carr Fastener Corp., Cambridge 42, Mass.

DOT FASTENERS



WHICH OF THESE BEST-SELLERS do you want

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with Dollar Book Club membership

ACCEPT this amazing offer now! Take your pick! By joining the Dollar Book Club now, you may have your choice of any one of the books described here absolutely FREE! And—as a further demonstration of Dollar Book Club values—you may choose still another one of these books as your first selection for only \$1.00! Club membership regularly offers you the most popular current novels for only \$1.00 each—a saving of 50% to 75% from the established retail prices of the same books in the publisher's editions. Name your FREE book choice and your first \$1.00 selection on the membership form printed below and mail it today.



The Strange Woman

by Ben Ames Williams

TO the world Jenny Hager was a woman of virtue, full of good works. But ASK the men in her life—her father, her husbands, her lovers, her sons. Ask Big Tim Hager, who feared his strange daughter. Ask that gay Lothario Lt. Carruthers, who understood Jenny before anyone else. Ask Linc Pittsidge. Ask Eph Poster. Ask John Evered, who married her—the one man Jenny could not break. Read of this "Maine Cleopatra" in a novel you won't put down till you have finished its nearly 700 gripping pages.



Lusty Wind for Carolina

by Inglis Fletcher

A RICH, flamboyant adventure-romance—an epic novel that takes you back to the days of swash-buckling pirates, hot-blooded cavaliers, glamorous courtesans. You meet Anne Bonney, the celebrated woman pirate whose exotic beauty was matched only by her devilish cruelty; Gabrielle Fountaine, who braved her father's displeasure to find romance in the new world; Stede Bonnet, "gentleman pirate"; Captain Rogers, enemy of pirate hordes, and other colorful characters in this thrilling action drama.



Hungry Hill

by Daphne du Maurier

INTO the affairs of the smug, self-righteous Brodricks came bewitching, green-eyed Fanny Rosa Flower, bringing a wild, irresponsible charm that inflamed Copper John's son and cast a tragic shadow over the fortunes of this family for generations. Not alone does "Hungry Hill" have all the romantic elements which won for the author such a tremendous following in "Rebecca" and "Frenchman's Creek"; it is also a novel in the great tradition, rich in fascinating characters, unusual atmosphere and situations.



Earth and High Heaven

by Gwethelyn Graham

WOULD you gamble your marriage against a future threatened by bigotry, intolerance, misunderstanding? In "Earth and High Heaven," Erica and Marc have to find the answer. You may be whipped to anger, or moved to sympathy, but you won't be able to put this book down until these two deeply sensitive lovers decide their destiny! No matter what your faith or beliefs, you will thrill to this courageous and outspoken story. "Deserves the widest possible audience."—N. Y. Times. "A moving and dramatic novel."—Phila. Record.

DOLLAR BOOK CLUB MEMBERSHIP IS FREE

THE DOLLAR BOOK CLUB is the only book club that brings you newly printed, current books by outstanding authors for only \$1.00 each. This represents a saving to you of 50 to 75 per cent from the established retail prices. Every Dollar Book Club selection is a handsome, full-sized library edition, well-printed and bound in a format exclusively for members. You are privileged to purchase as many Club books as you wish at the special price of \$1.00 each.

Although one outstanding book is chosen each month for exclusive distribution to members at \$1.00 each, you do not have to accept a book every month; only the purchase of six a year is necessary. In fact for convenience, most members prefer to have shipped and pay for books every other month.

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Every other month you will receive the descriptive folder called "The Bulletin," which is sent exclusively to members of the Club. The Bulletin describes the forthcoming two months' book selections and reviews ten or more titles (in the original publishers' editions) selling at retail for \$2.50 or more) available to members at only \$1.00 each. If after reading The Bulletin, you do not wish to purchase either or both of the two new selections for \$1.00 each, you may notify the Club any time within two weeks, so that the books will not be sent you. In any case, you may purchase any of the other titles offered for \$1.00 each. There are no dues or fees.

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When you see your FREE book and your first selection for \$1.00 and consider that these are typical of the values you receive for only \$1.00, you will realize the great advantages of membership in this popular Club. Don't miss this wonderful offer. Mail the coupon now.

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DOUBLEDAY ONE DOLLAR BOOK CLUB,
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Please enroll me free as a Dollar Book Club subscriber and send me at once, as a gift, the book, title of which I have written in above. Also send me the following book as my first selection for \$1.00:

With these books will come my first issue of the free descriptive folder called "The Bulletin" telling about the two new forthcoming one-dollar bargain book selections and several additional bargains which are sold for \$1.00 each to members only. I am to have the privilege of notifying you in advance if I do not wish either of the following month's selections and whether or not I wish to purchase any of the other bargains at the Special Club price of \$1.00 each. The purchase of books is entirely voluntary on my part. I do not have to accept a book every month—only six a year to fulfill my membership requirements. I pay nothing except \$1.00 for each selection received plus few cents handling and shipping costs.

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Miss _____
St. and No. _____
City _____
Occupation _____
State _____
Zone No. _____
If under 21, Age please _____
*Same price in Canada: 105 Bond St., Toronto 2, Canada



venti,

WISE-EYED and sure of herself...when she chooses she knots her braids under her chin — and others find it "individual" —

charmingly young! She enjoys having admiring eyes turn her way. Don't you, too? So, for Her... and for You... Kayser

is creating the most eye-catching lingerie... hosiery... and gloves that any woman's eyes will ever rest on. That's why

"Eyes are
on Kayser"

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LETTERS TO THE EDITORS

CONTINUED

(LIFE, Sept. 17): "On the other hand, because they are practiced imitators of American ways, the Japs manage to make coffee better than any other foreigners."

We hope that this statement was not meant to imply that natives of the U. S. are the best coffee makers. If you take the trouble to investigate the matter, we are sure that you will find that the most delicious coffee is brewed between the Rio Grande and Cape Horn, in the 21 Latin-American republics.

ALFREDO BELLO (Venezuela)
F. VALDES (Mexico)

Austin, Texas

LADY CONSTABLE

Sirs:

My heart bleeds for the poor Texans who have been waging such a gallant but losing battle to convince "furriners" (i.e., non-Texans) that Texas is still the land of the wild and woolly. Their cause has been dealt a telling blow by the revelation in LIFE (Sept. 17) that one of Texas' "toughest" counties is disciplined by a female sheriff! How are the mighty fallen!

LIEUT. JERRY R. KYLE

Barkdale Field, La.

Sirs:

I was very surprised to find that the constable of Gregg County is "Sis" Dickerson. I have been living in Precinct No. 3 of Gregg County for the past 15 years and was under the impression that our present constable was Mr. G. C. Smith. At least he is the man I did not vote for, and I have been very mad for the past year about his being elected.

If he is not our constable I would like to know why he is wearing that gun on his hip and why he draws a constable's salary from the county office.

F. FITZGERALD

Greggton, Texas

● LIFE's apologies to Gregg County's outraged voter. "Sis" Dickerson is constable of Precinct No. 4 in the county. — ED.

THE CLANS GATHER

Sirs:

While I enjoyed the article "The Clans Gather" (LIFE, Sept. 17), I would like to point out a glaring error which I am sure will be noticed by most of my fellow Scots. Throughout the entire article you refer to the "British" instead of the "English." As you no doubt know, the word British refers to any citizen of the United Kingdom of Great Britain, which covers England, Scotland and Wales. In the Fifteen and the Forty-five the Scots were fighting the English, since in those days the three countries were not united. I know that the word English is most commonly misused in the U. S. for British, but in this instance where it could be used and be correct I am surprised to see LIFE wrong. Note Sir Donald Cameron's own words: "the Englishmen ran like rabbits."

J. CHARLES J. DUNN

Belvedere, Calif.

● England and Scotland had been united for more than a century (since James VI of Scotland assumed the English throne as James I in 1603) when the rebellions of 1715 and 1745 broke out. The idea that Bonnie Prince Charlie led Scotland against England is fallacious. He was supported by Highland Scots but not by those from the Lowlands, many of whom fought with the king's troops against him. — ED.

CONTINUED ON PAGE 1

Timiny Cricket

WHAT A WHALE OF A SHOW!

SO MUCH FUN —
you'll want to see it twice!

Walt Disney's
WONDERFUL ADVENTURES OF
Pinocchio

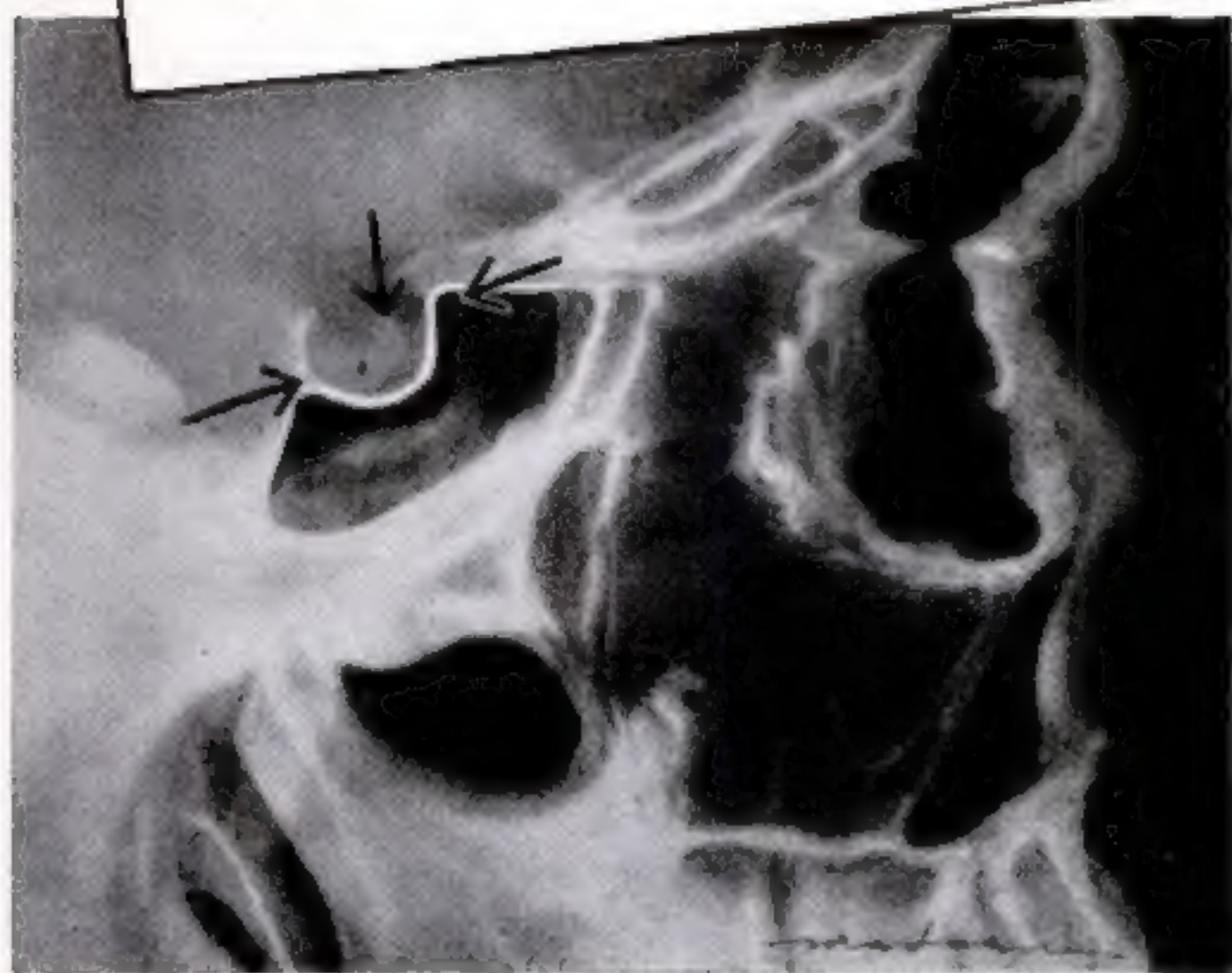
FULL-LENGTH FEATURE IN TECHNICOLOR

DISTRIBUTED BY RKO RADIO PICTURES, Inc.

ASK WHEN YOU CAN SEE IT AT YOUR FAVORITE THEATRE!

Your health and **VICTORIES IN MEDICAL RESEARCH**

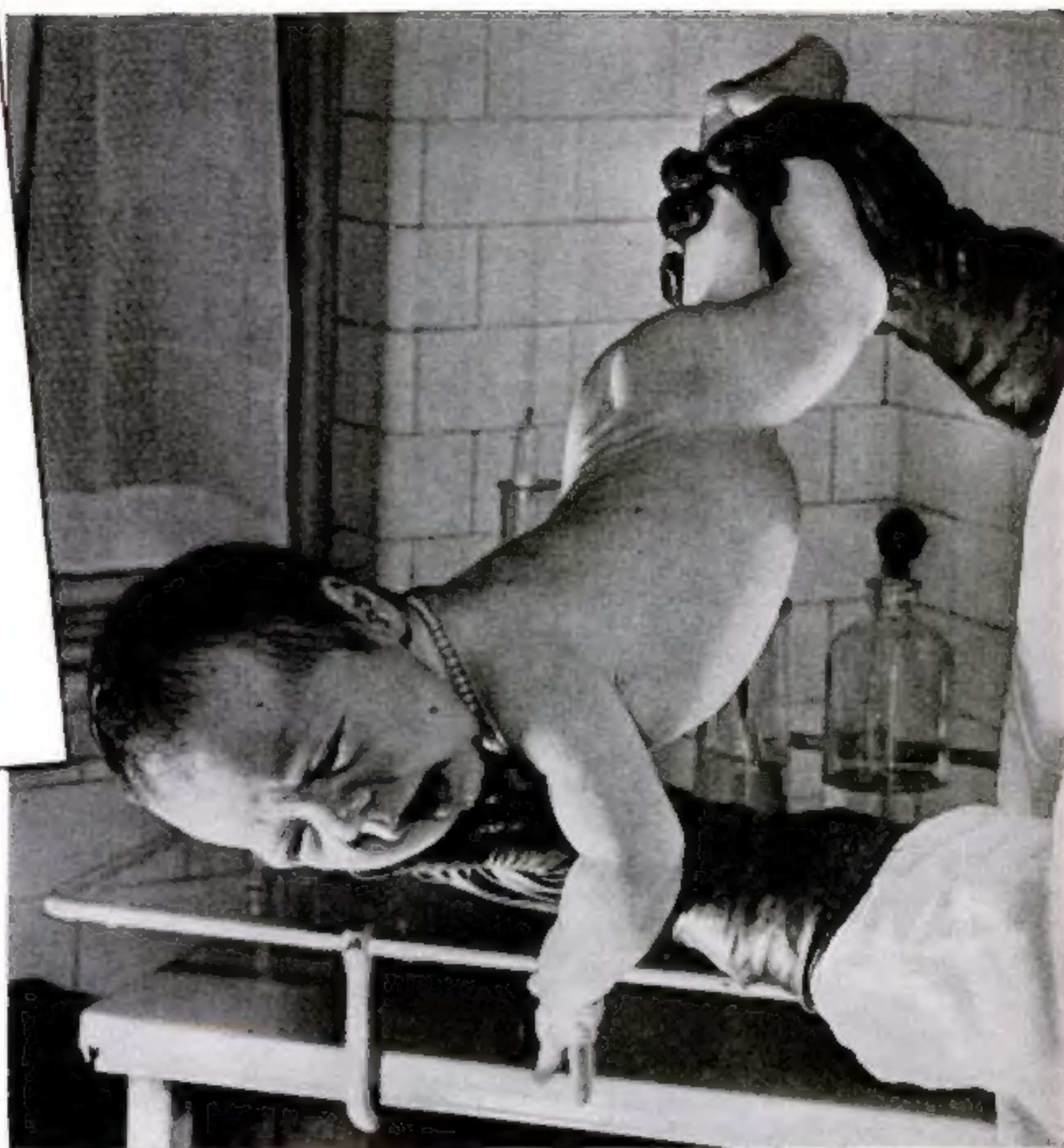
The physician's struggle with death at his patient's bedside and the painstaking labor of the research scientist in his laboratory—both are vital parts of mankind's greatest fight. Through research, weapons are developed against disease. Realization of that fact has inspired Squibb research scientists for many years—has led them to discoveries that have done much to alleviate human suffering and to prolong life. On this page are a few glimpses of Squibb research activities.



Like a cherry on a stem, the pituitary gland hangs in the center of the skull. The pituitary is one of the endocrine glands that produce those vital chemical substances called hormones. At the Squibb Institute for Medical Research much scientific investigation has been devoted to the pituitary hormones because they are known to influence the activity of other endocrine glands.



Astounding fact about penicillin is that 10,000 gallons of culture broth yield *only a few ounces* of purified penicillin powder. Giant tank shown above is one of many at the Squibb plant. Penicillin research at the Squibb Laboratories has been a major contribution to the relief of human suffering.



This baby lived because medical science has found a way to prevent hemorrhagic disease in the newborn. Deficiency of vitamin K results in a subnormal amount of clotting substance in the blood. Thyloquinone, discovered at the Squibb Institute for Medical Research, has exceedingly high vitamin K activity and is a specific for the prevention and control of that hemorrhagic condition. This is a typical example of the way Squibb research is fighting disease and saving lives.

Fighting diphtheria.

Here you see diphtheria bacilli growing by the billions in special culture flasks at the Squibb Biological Laboratories. Diphtheria antitoxin is the chief reliance of physicians in fighting this disease. Squibb scientists have contributed to progress in concentrating the antitoxin, thus reducing the dosage volume to the advantage of the patient.



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**THE PRICELESS INGREDIENT OF EVERY PRODUCT
IS THE HONOR AND INTEGRITY OF ITS MAKER**



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Sure, you're smart to wear an Alligator—when health and clothing are so important. Alligator keeps you dry—helps ward off colds. Helps you make suits last longer. Featured at better dealers in a wide range of popular prices. The Alligator Company, St. Louis, New York, Los Angeles.

ALLIGATOR
Rainwear

because...IT'S SURE TO RAIN!

LETTERS TO THE EDITORS

CONTINUED

LORD KEYNES

Sirs:

Here is why readers go mad! In LIFE (Sept. 17) the caption to a picture of Lord Keynes states that he is "a languid, saturnine peer," and the caption to a picture of Lady Keynes says that "she is almost as mercurial as he is." Webster's unabridged dictionary defines "saturnine" as "the opposite of mercurial." He can't be both, and I am still wondering which he is.

P. S. ROLLER

Hyattsville, Md.

● So mercurial is Lord Keynes that he sometimes becomes saturnine.—ED.

Sirs:

There is one omission from your very fine article on Lord Keynes, a photo of Lady Keynes as many of us remember her from the days of the original Ballet



LADY KEYNES

Russe. In her ballet roles Lydia Lopokova was the incarnation of the spirit of gaiety and is enshrined in my memories with Nijinsky and Pavlova.

MURRAY HARRIS

New York, N.Y.

KAMIKAZE

Sirs:

John Hersey's article "Kamikaze" (LIFE, July 30) was interesting, informative, authoritative and wonderfully illustrated. But in opening the article with one of the many Navy Halsey legends, just whose opinion is expressed in calling the boatswain's "piping sound" ridiculous?

Just for information, the high, thin, shrill notes (more than an octave higher in pitch than police or other whistles) are more easily heard over and through the roar and hubbub of a busy ship or any crowded noisy place than any loud bell, bugle or other warning of an announcement concerning all hands. Your ear and attention is caught by the first shrill notes of the pipe where a shout or blast could pass unheeded. That's why the boatswain's call has been continued from the old days of making sail in half a gale to the present days of a ship's amplifying system.

Are the chimes of many cathedrals ridiculous? Or the long-drawn moaning "highball" of a speeding train? No, they are traditional, and so is the boatswain's pipe. If I were a journalist instead of a sailor, I suppose I would sign off this letter by writing "30," which I am told is traditional, but I think it is simply ridiculous.

CBM L. M. KERRISON, USNR
San Francisco, Calif.

ATOMIC BOMB DAMAGE

Sirs:

After looking at your pictures of the atomic bomb damage at Hiroshima and



ARISTOCRATS

of
style and
distinction

Enjoy the luxury of fine leather. In Paris, superlative craftsmanship and clever design are combined to give you a belt of style and distinction. See the new Paris Belts for fall—the latest styles are available at fine stores everywhere—\$1 to \$7. Also wear Free Swing Suspenders and famous Paris Garters. You can trust Paris—a dependable trademark that has stood the test of time. A. Stein & Company, Chicago, New York.

**PARIS
BELTS**

"Tops" for your Trousers

CONTINUED ON PAGE 11



Perfect comfort, perfectly warm under *one* Blanket! No need to keep the furnace roaring, the bed socks handy—one G-E "electrically-warm" Blanket warms the bed *for you!*



All-over sunshiny warmth to slip into, when you turn on the G-E Blanket before going to bed. It's good-by to icy sheets when beds are *pre-warmed* by G-E Blankets. Beds stay "just right," *automatically*.



Electrical warmth in the sky in wartime. The men of our Air Forces wear "electrically-warm" G-E flying suits. Made on the same principle as the G-E Blanket. Made in the same factory, too.

NEW G-E AUTOMATIC BLANKET

controls bed-warmth...keeps sleepers
blissfully comfortable all night long!

IN THE not-far-distant future, Americans will be able to revel in a new kind of sleeping-comfort.

General Electric Automatic Blankets are being made again. These lush, lovely "electrically-warm" Blankets plug in to any ordinary socket—a bedside control keeps bed temperature "just right," the sleeper cosy as a baby all night long.

In warmth the G-E Blanket can take the place of *three* regular single blankets, yet it weighs no more than one! Even in very cold weather, chill-some folks will be able to wear summer weight night clothes, have windows wide open.

Sleepers will be able to pre-warm their beds simply by switching on the G-E Blanket for a few minutes before retiring. And even if the night turns cold, the bed will stay, *automatically*, sunshiny-warm from corner to corner.

G-E Blankets have been approved by the Underwriters' Laboratories. Thousands of Americans already have them—and love them! For further information write: General Electric Co., Dept. L7, Bridgeport, Conn.

FOR GOOD LISTENING: Don't miss Art Linkletter, in "The G-E House Party," every afternoon, Monday through Friday, 1 p.m., E. W. T., CBS. "The G-E All-Girl Orchestra," Sunday, 10 p.m., E. W. T., NBC. "The World Today," News, Monday through Friday, 6:45 p.m., E. W. T., CBS. **FOR FINAL VICTORY—BUY AND HOLD MORE WAR BONDS**



FOR A NEW KIND OF SLEEPING COMFORT

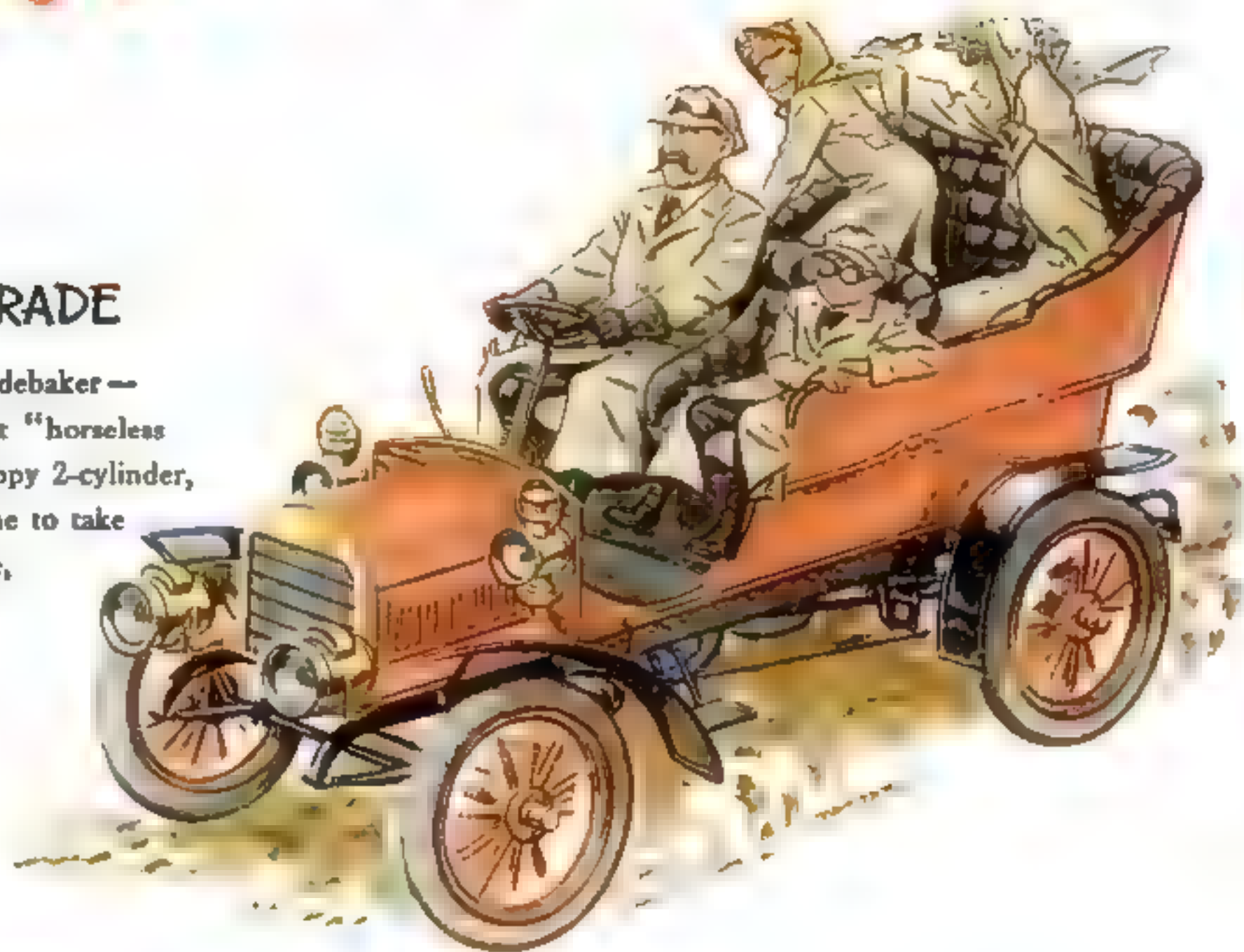
GENERAL ELECTRIC

New convenience, new savings in use! Only *one* blanket to keep clean and store away in summertime. Makes bedmaking quicker, easier. Costs as little as one cent a night to operate, depending upon local power rate.

Time Makes *6000* Things Better!

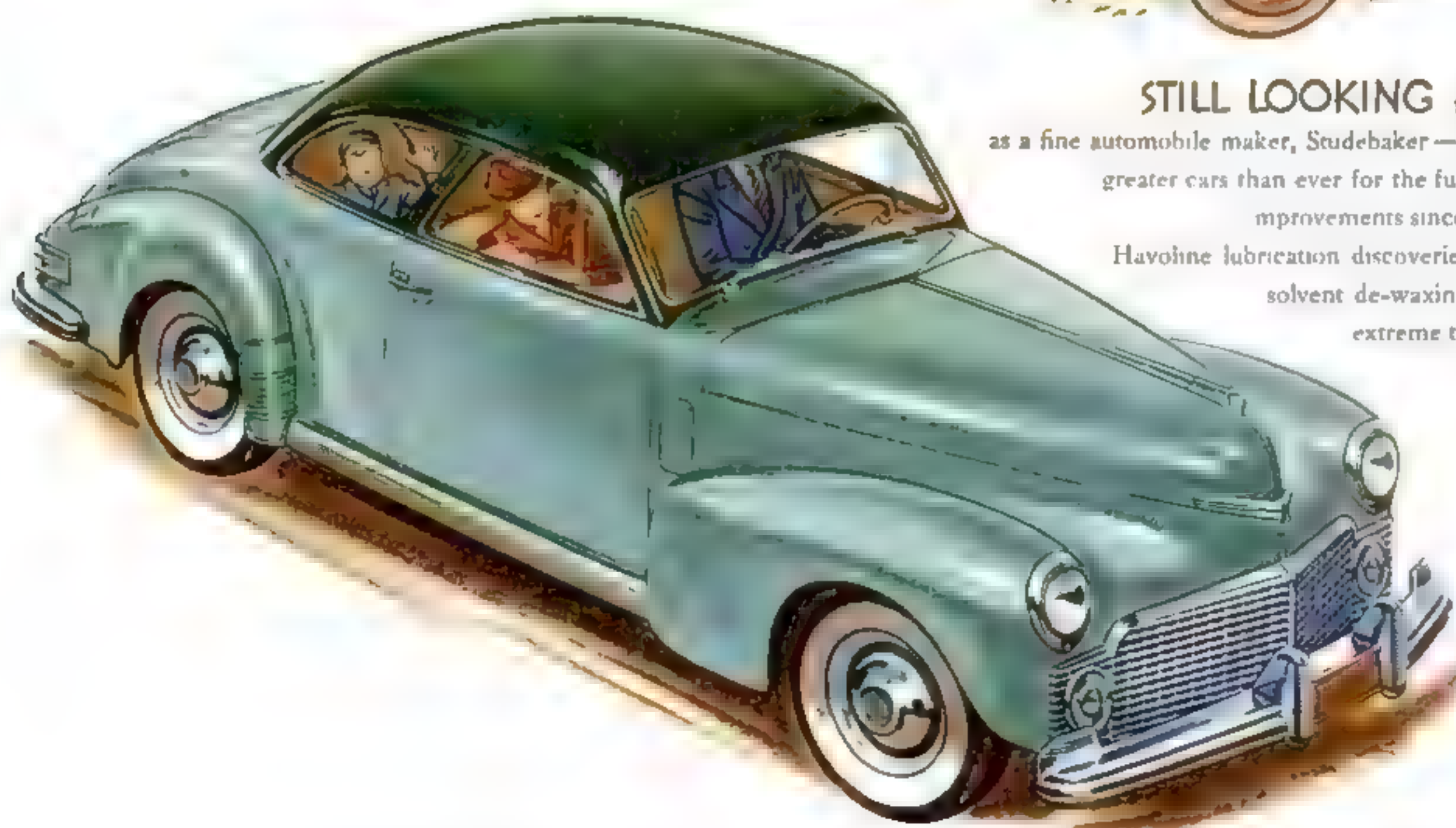
FOR THE 1904 CARRIAGE TRADE

Famous since 1854 as a fine carriage builder, Studebaker — farsighted then, too — introduced one of the earliest “horseless carriages.” This 1904 model Studebaker was a snappy 2-cylinder, rear-entrance job with 15 horsepower — just in time to take advantage of a great new motor oil called Havoline, which was introduced that same year.



STILL LOOKING AHEAD

Famous now as a fine automobile maker, Studebaker — still farsighted — is planning greater cars than ever for the future. Many important motor improvements since 1904 were made possible by Havoline lubrication discoveries such as 100% distillation, solvent de-waxing, and “insulation” against extreme temperatures. Havoline looks ahead to great advances in motor lubrication for the future.



The best protection your motor can have is today's HAVOLINE

Constantly improved for 41 years, the Havoline Motor Oil you get today at your Texaco Dealer's not only makes possible longer trouble-free engine performance but insures more gas mileage, more power, more

battery life, easier starting and a cleaner motor. Sales of Havoline Motor Oil all over the country prove that more and more motorists are changing to Havoline every day. A change to Havoline would benefit your car too!

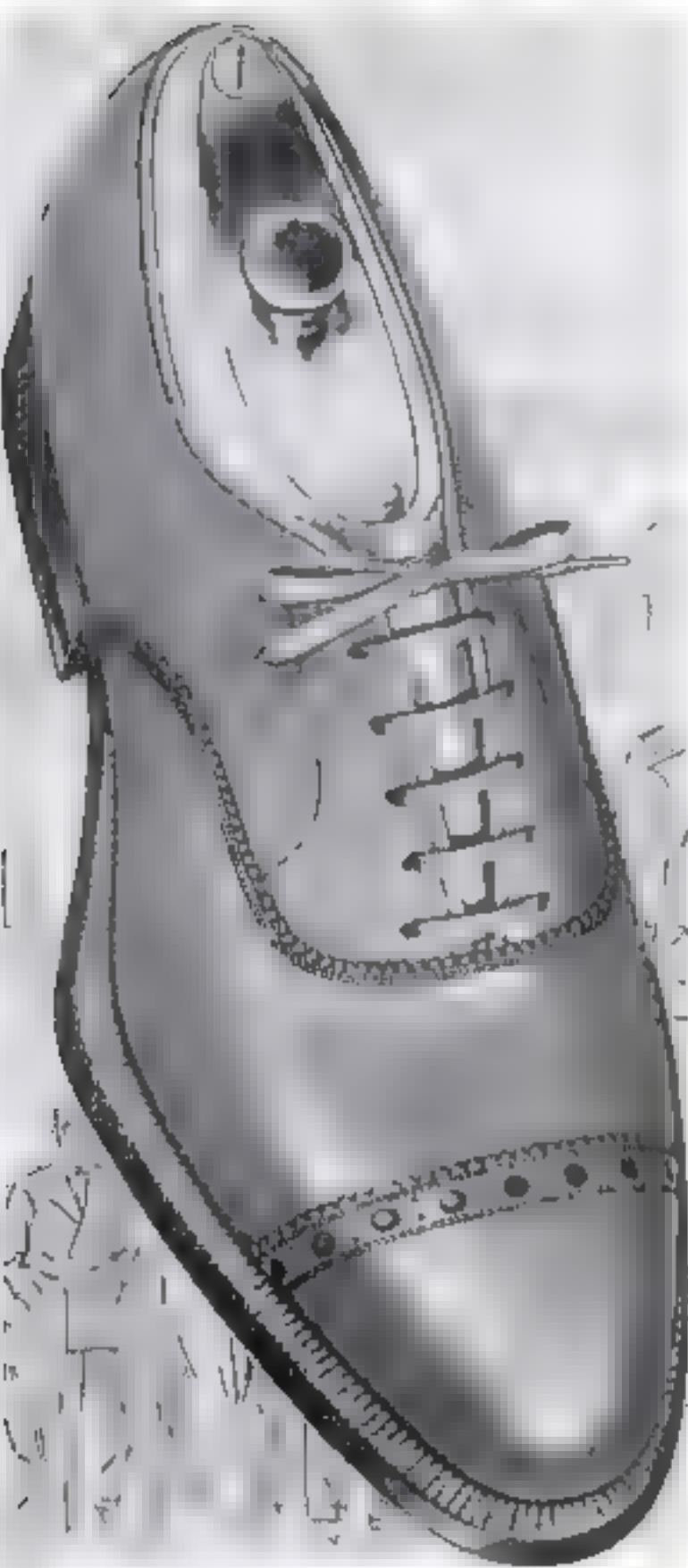


Don't miss the TEXACO STAR THEATRE on Sunday nights with JAMES MELTON and famous guest stars. See your newspaper for time and station.

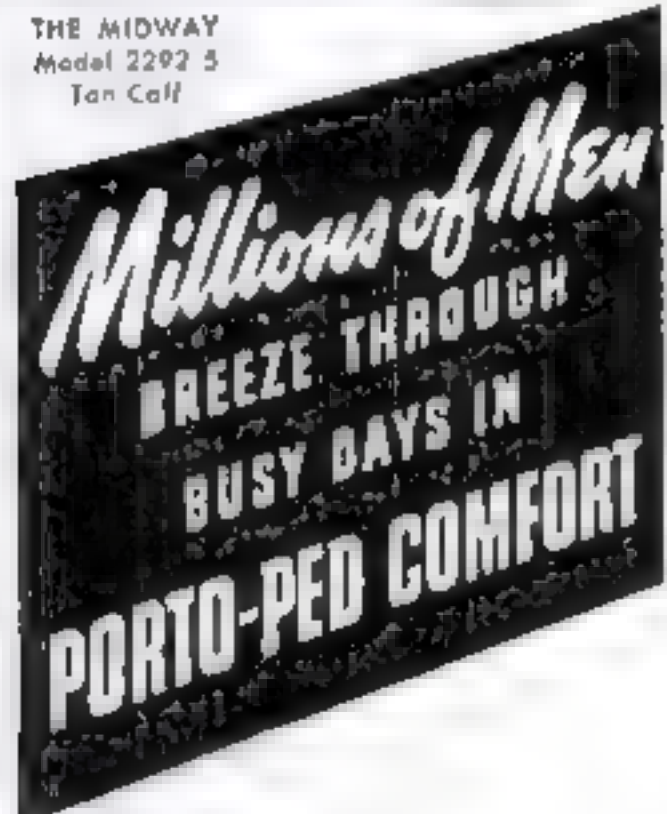
You're welcome at **TEXACO DEALERS**



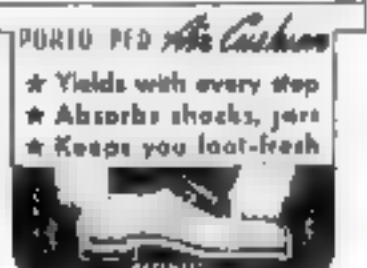
THE TEXAS COMPANY



THE MIDWAY
Model 2292 S
Tan Calf



There's no need of letting weary feet wear you to a frazzle on strenuous days — when it's so easy to switch to Porto-Ped Shoes. Step along with the many men who enjoy Porto-Peds' built-in comfort features — the yielding air cushion and flexible Arch Lift. For a new appreciation of smart shoe styling, choice leathers and superior craftsmanship, PLUS the extra values of true foot comfort — see your Porto-Ped Shoe dealer, or write us for his name.



PORTAGE SHOE MFG. CO., Milwaukee 1, Wis.
Division of Waynburg Shoe Mfg. Co.



LETTERS TO THE EDITORS

CONTINUED

Nagasaki (LIFE, Sept. 17), I was particularly struck by the fact that only concrete buildings remained standing. Could it be that the structure of this building material is such that it can absorb or ward off the power of the exploding atom?

EDWARD NELSON

Royal Oak, Mich.

● Concrete structures stood up better against the heat and blast simply because they were stronger than other buildings, which were mostly of wood — ED.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CON- GRESS OF AUGUST 21, 1912 AND MARCH 3, 1933

Of LIFE published weekly at Chicago,
Illinois for October 1, 1945.

State of New York

County of New York

Before me, a notary public in and for the State and county aforesaid, personally appeared Roy E. Larsen, who, having been duly sworn according to law, deposes and says that he is the Publisher of LIFE and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 21, 1912 as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Roy E. Larsen, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Editor, Henry R. Luce, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Managing Editor, Daniel Longwell, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; General Manager, Andrew Henkel, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Business Manager, James Ainslie, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.

2. That the owner is Time Incorporated, Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; that the names and addresses of stockholders owning or holding one per cent or more of total amount of stock are: Benson Brothers, Hartman & Co., 29 Wall Street, New York, N. Y.; Cobb & Co., c/o New York Trust Co., 100 Broadway, New York, N. Y.; J. P. Morgan & Co., Inc., for the account of Henry P. Davison, P.O. Box 1266, New York, N. Y.; Marine Midland Trust Co. of New York, for the account of F. DuSonsault Duke, 12 East 44th Street, New York, N. Y.; William V. Griffin, 10 Cedar Street, New York, N. Y.; Irving Trust Company, Successor Trustee U-W of Britton Hadden for the Benefit of Elizabeth Busch Pool, c/o Custodians Department, 1 Wall Street, New York, N. Y.; The New York Trust Co., for the account of Edith H. Harkness, c/o Income Collection Department, 100 Broadway, New York, N. Y.; The New York Trust Co., for the account of William Hale Harkness, c/o Income Collection Department, 100 Broadway, N. Y.; C. Louise H. Ingham, 107-23 East Boulevard, Cleveland, Ohio; Robert L. Johnson, Temple University, Philadelphia, Pa.; Margaret Verbe Larsen, c/o Time Inc., Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Roy E. Larsen, c/o Time Inc., Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Henry R. Luce, c/o Time Inc., Time & Life Bldg., Rockefeller Center, New York 20, N. Y.; Samuel W. Meek, c/o Greenwich Trust Co., Greenwich, Conn.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

(Signed) Roy E. Larsen
Publisher

Sworn to and subscribed before me this 20th day of September, 1945.

(SEAL) Anne A. Bodnar.
(My commission expires March 30, 1947.)

BACK AGAIN!



● Big news, men! Plenty good news, too! Your bottle of Mennen Skin Bracer is back again — waiting for you at your favorite counter.

Yes, once again you can splash on plenty of this cool, refreshing lotion after your shave. Feel its ice-cool, stimulating tingle. Feel your face fairly sparkle with a crisp, clean sensation for hours. Have that extra assurance that comes with Skin Bracer's fresh outdoor aroma!

● Notice how it improves every close-up — especially those with her. Get Mennen Skin Bracer now — to enjoy tomorrow's shave!

MENNEN
Skin Bracer
AMERICA'S FAVORITE
After-Shave LOTION



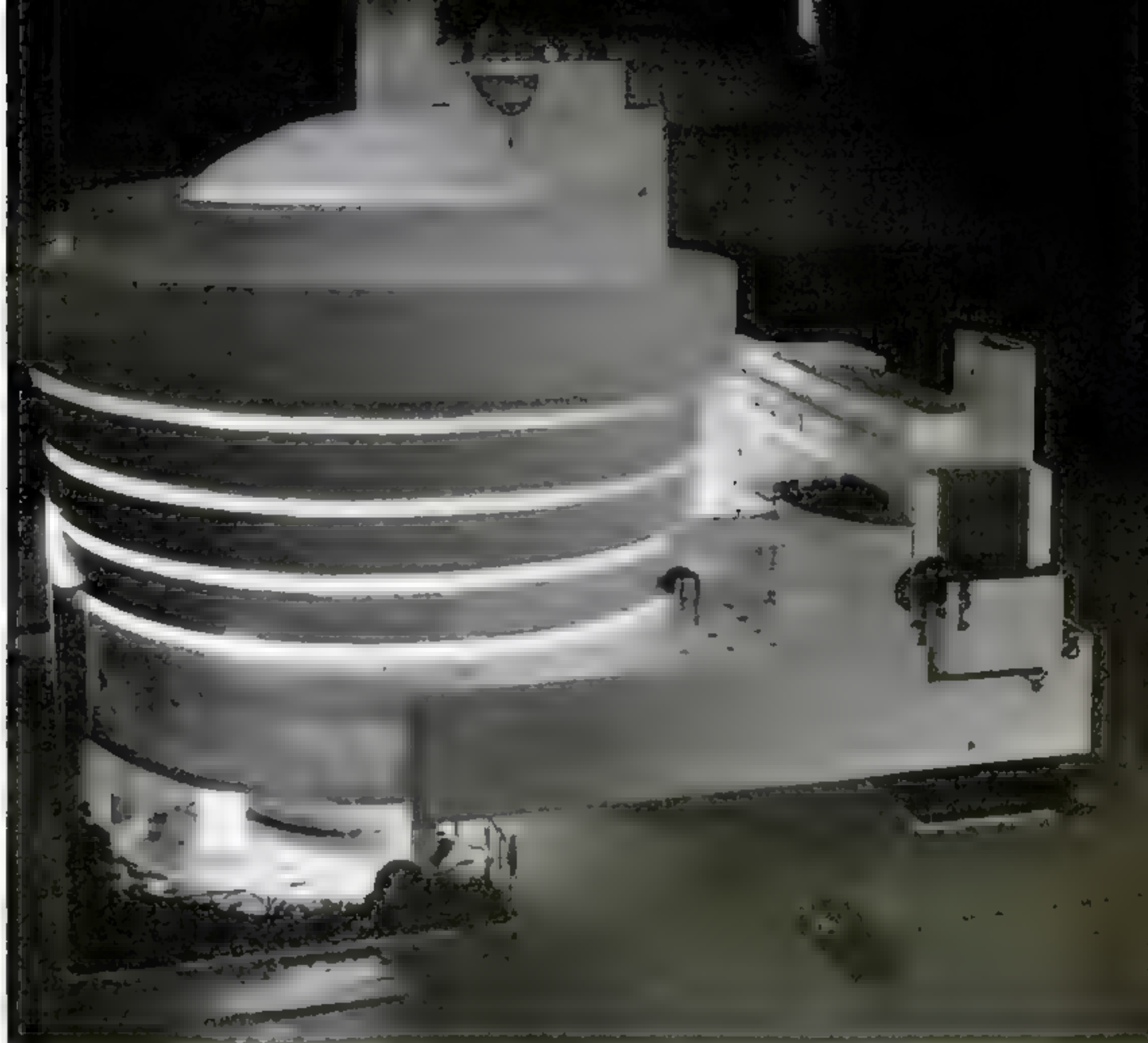


SPEAKING OF PICTURES

... NEW ART MUSEUM
WILL BE NEW YORK'S
STRANGEST BUILDING

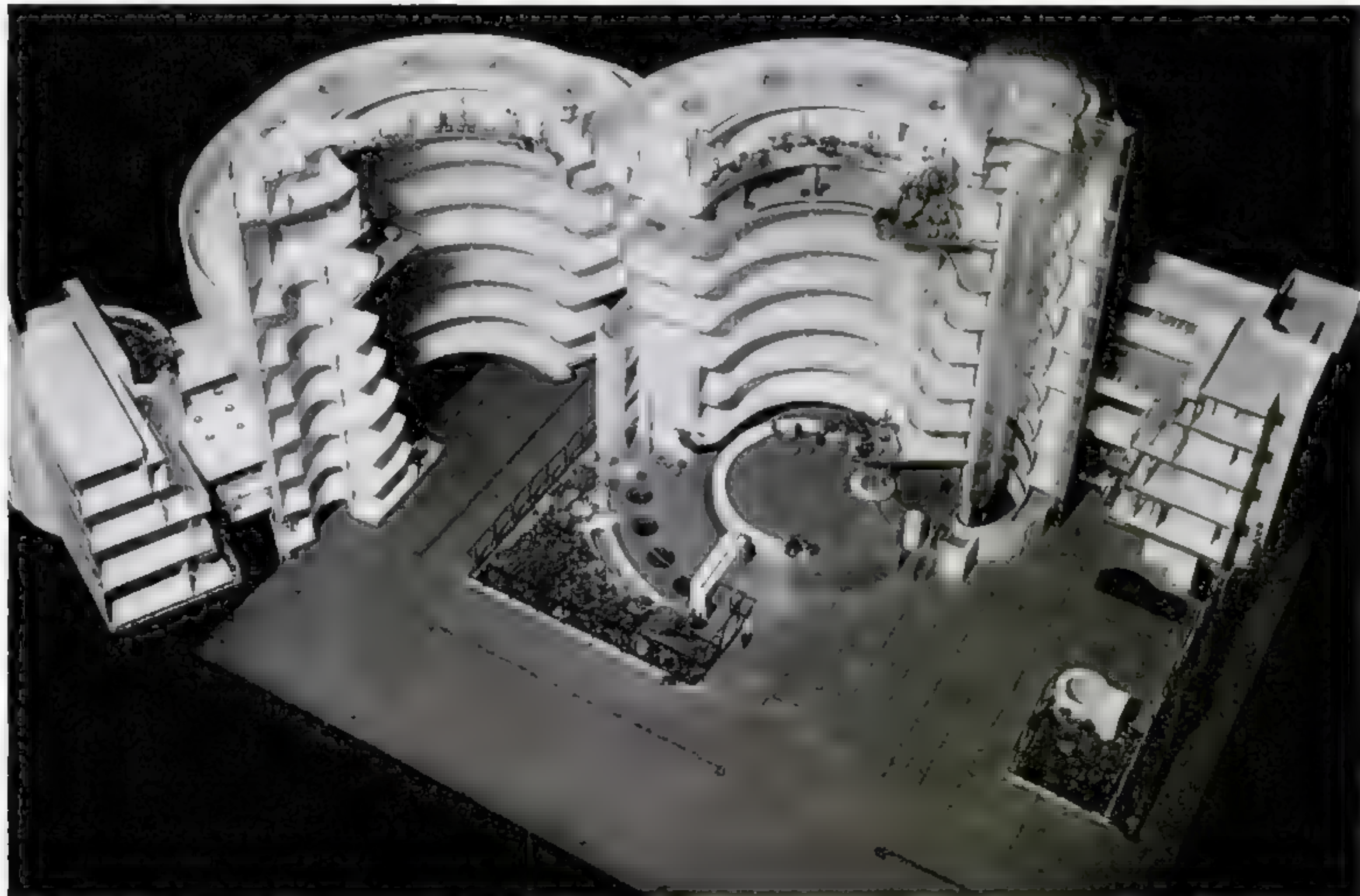
In the photograph on the opposite page Frank Lloyd Wright, America's most distinguished architect, has lifted the domed glass roof from a model of his newest and, in many ways, his strangest architectural creation. The building is a new museum to house the Solomon R. Guggenheim collection of abstract, non-objective paintings. Construction of the museum on Manhattan's Fifth Avenue at 89th Street will begin early next spring. When it is completed, probably in 1947, at a cost of \$1,000,000, it will be the most unconventional building in New York City.

The greater part of the building is a cylinder, 125 feet high, hollow at the center. Rising in a spiral inside this cylinder is a ramp three-quarters of a mile long. The Guggenheim paintings will be mounted on the continuous outside wall of this ramp. Visitors will be able to take an elevator to the top, then walk down the ramp looking at paintings on the way, thus reducing the fatigue and sore feet which beset museum-goers.



Night view of model shows Modern Gallery, the Guggenheim museum's name, as it will look from Fifth Avenue. Bands

of light correspond to spiral ramp inside. South wing of the building (right) will contain offices, workrooms, boardroom.



Model is separated through middle to give cutaway view. With model split continuous spiral ramp looks like two sets of piled-up crescents. Top ring of spiral houses artists' studios, is

decorated with plants. Beneath small observatory dome (upper right) is transparent elevator shaft. Steep short-cut ramps between floors enable visitors to skip portions of main ramp.

NEW TELEPHONES FOR YOU!

Full speed ahead on our biggest peacetime job

WHEN the war ended, Western Electric, to the extent permitted by war regulations, had already made a start on its *regular* job—supplying the equipment the Bell System needs to give you telephone service.

Today, conveyors like this are carrying thousands of new telephones.

But it takes far more than just telephones to provide service. It takes cable, central office equipment and many other complex items that cannot be produced and fitted into the System overnight. To get back into full production of these things, and provide maximum employment, reconversion was started the moment the war ended—with every available mechanic engaged on a seven-day basis.

Western Electric, supply unit of the Bell System, is now tackling the biggest peacetime job in its history. Furnishing materials and equipment to meet the System's immediate needs—and then to carry out the System's \$2,000,000,000 post-war construction program—promises a volume of production greater than in any peacetime year and a level of employment higher than in the years immediately preceding the war.

It's mighty good to be back on our old job—and you can count on us to make up for shortages caused by four years of war just as fast as is humanly possible.

Western Electric

SOURCE OF SUPPLY FOR THE BELL SYSTEM

*Buy all the Victory Bonds you can
—and keep them!*



Some highlights on our job for the Armed Forces

From January 1, 1940 to June 30, 1945, our Government contracts *alone* totaled almost \$2,000,000,000—a larger amount than the *total sales* of the Company during its first 54 years from 1869 to 1923. Here are a few of the items involved.

Radar: More than 56,000 radars of 64 types valued at almost \$900,000,000.

Gun Directors, Gun Data Computers: More than 1600 for aiming anti-aircraft and coast defense guns.

Airborne Radio: More than 600,000 receivers, 400,000 transmitters, 50,000 combination receivers, and transmitters.

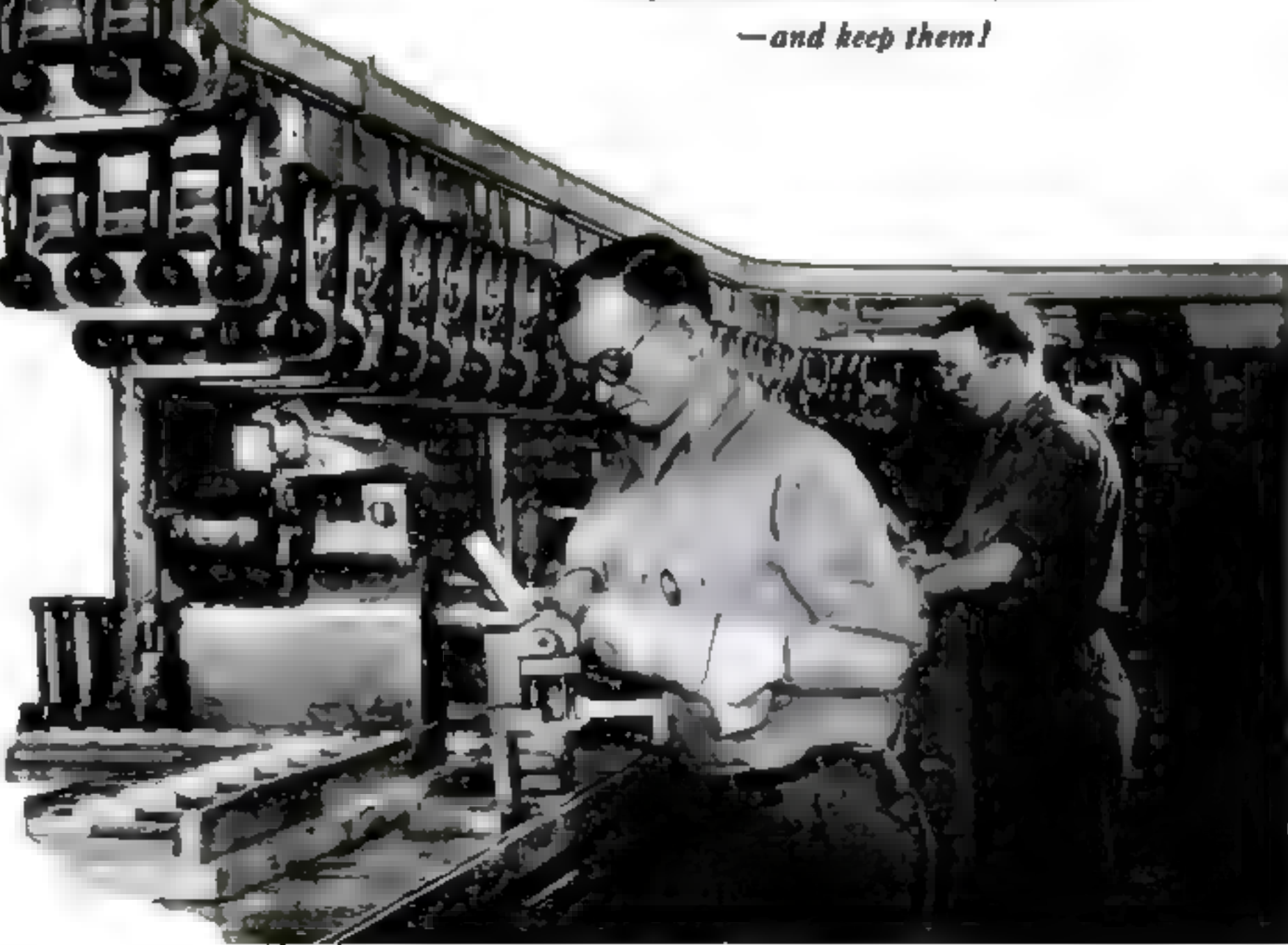
Tank and Artillery Radio: More than 139,000 receivers, 74,000 transmitters.

Microphones: More than 1,700,000.

Headsets: More than 1,400,000.

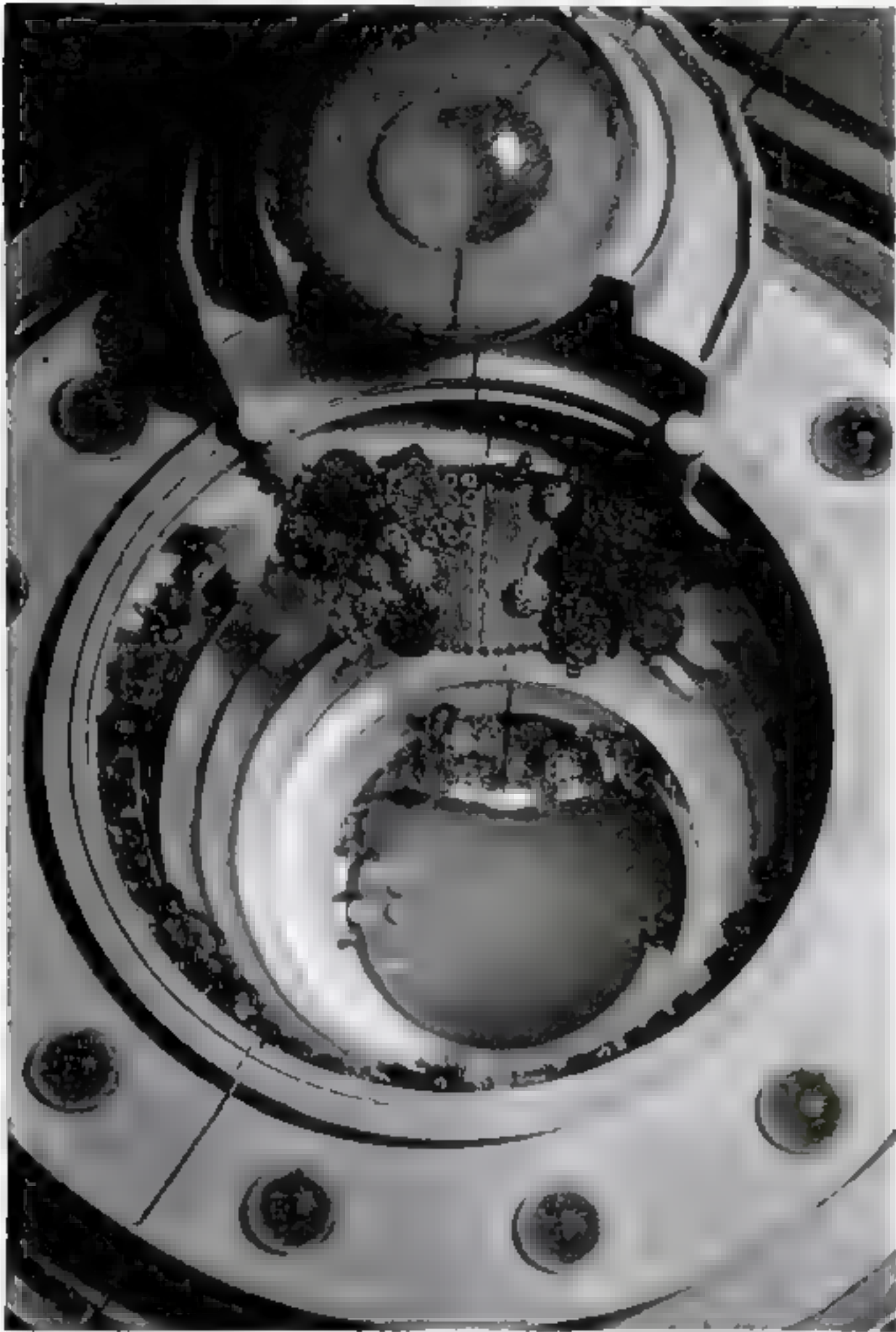
Cable: More than 4,300,000 miles of wire in lead covered cable and 63,000 miles in Spiral-4 rubber covered cable.

Also large quantities of field telephones, switchboards, field wire and carrier equipment.

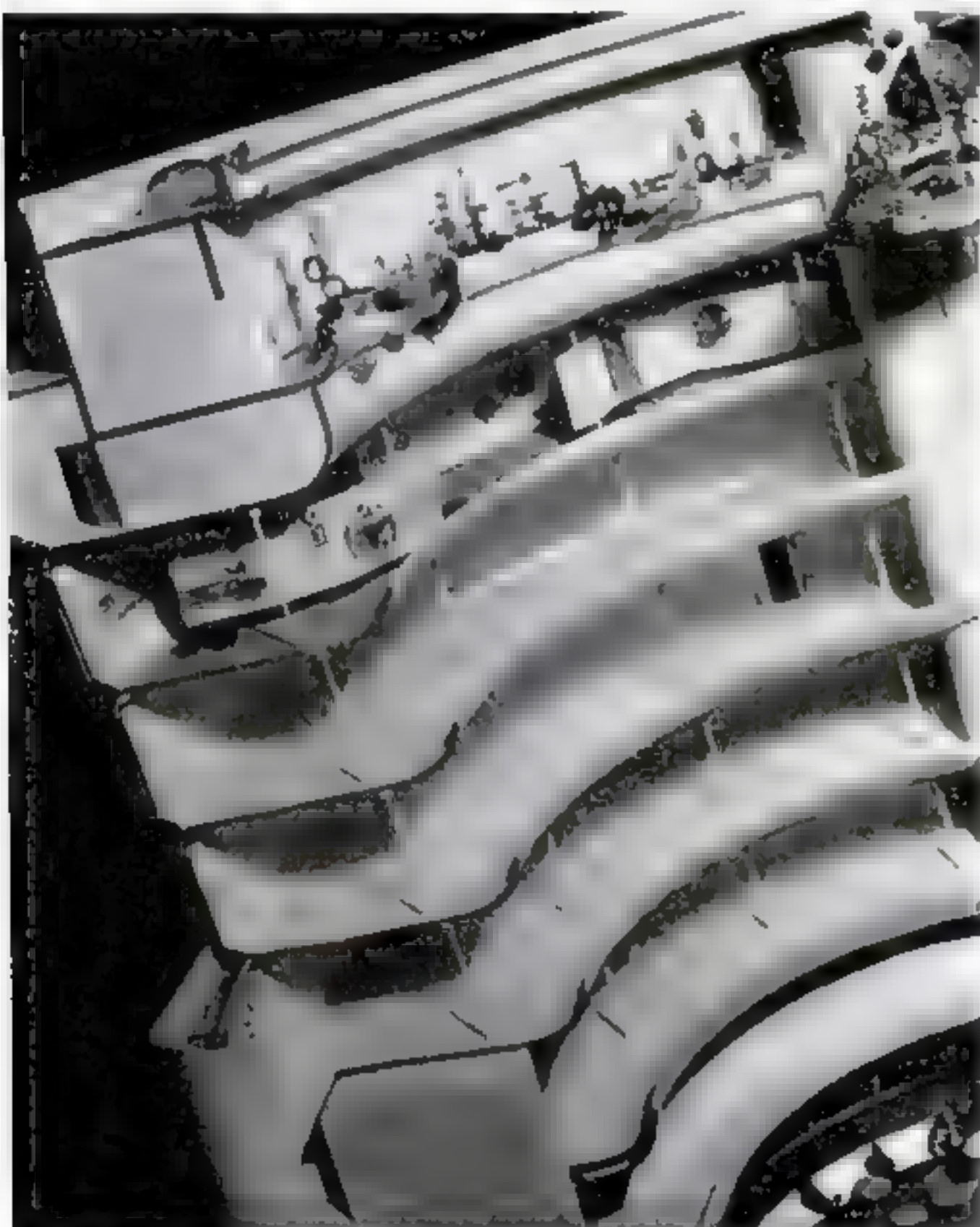


SPEAKING OF PICTURES

CONTINUED



Top of museum with main glass dome removed shows hollow center floor. Dome at top of picture is observatory for looking at night sky. Small domes light studios.



Structure of building is seen with model opened. On entering building, visitors will cross floor grill where suction will pull dirt from clothes, help keep museum clean.



Things Aren't Up to Scratch Around Here!



GOSH JULIE!
YOU TREAT ME LIKE
SOMETHING THE CAT
DRAGGED IN! WHAT'D I
DO THAT RUBBED YOU
THE WRONG WAY?

YOU DIDN'T DO
ANYTHING JIM
IT'S JUST THAT
YOU'RE OVERDUE
AT YOUR DENTIST'S
FOR A BAD BREATH
CHECK-UP MONEY!

JIM SEES HIS DENTIST!

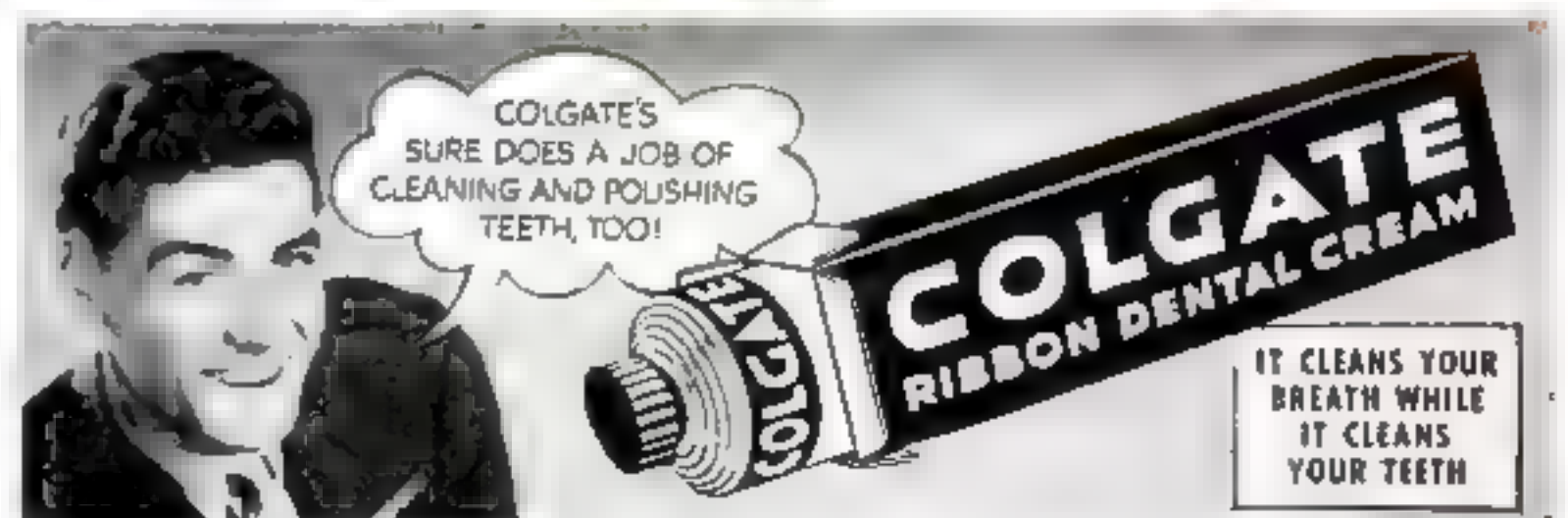
TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES,
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT ORIGINATES IN THE MOUTH!



COLGATE'S ACTIVE PENETRATING FOAM
GETS INTO HIDDEN CREVICES BETWEEN
TEETH—HELPS CLEAN OUT DECAYING
FOOD PARTICLES—STOP STAGNANT
SALIVA ODORS—REMOVE THE CAUSE
OF MUCH BAD BREATH

LATER—THANKS TO COLGATE DENTAL CREAM

JULIE'S SURE
A SMITTEN KITTEN!
THINGS LOOK GOOD
FROM WHERE I'M SITTING!



COLGATE'S
SURE DOES A JOB OF
CLEANING AND POLISHING
TEETH, TOO!



IT CLEANS YOUR
BREATH WHILE
IT CLEANS
YOUR TEETH

Tune In! KAY KYSER Wednesday Night—NBC Network

"Seein' double??
Look at our lovely
skins, and lissen..."



JOAN: When folks rave about our peaches-and-cream skin, Mom says it's 'cause we're doubly-blessed with Mennen Antiseptic Baby Oil! Y'know why?

JUNE: Sure 'nuff! Bein' antiseptic, Mennen Baby Oil helps prevent diaper rash, urine irritation and lotsa other skin troubles that spoil a baby's looks and are dangerous to baby's health, too!

JOAN: Yes, ma'am! An' second, Mennen Baby Oil helps keep my skin smooth and lovely, no roughness or dryness.

JUNE: Don't forget, Mennen Baby Oil makes us smell so sweet, too! No wonder most doctors and hospitals say Mennen is best!*



*4 times as many doctors prefer Mennen Antiseptic Baby Oil as any other.

*Over 4 times as many hospitals use Mennen as all other oils combined

*Mothers buy more Mennen Antiseptic Baby Oil than any other.

MENNEN ANTISEPTIC BABY OIL



Also, be sure to use **MENNEN ANTISEPTIC BABY POWDER** to help keep baby's skin comfy and healthy. Super-smooth; new scent makes baby smell sweet and lovely. Preferred by more Baby Specialists than any other baby powder.

LIFE'S REPORTS

HOW WORLD DIDN'T END

Pasadena doom prophet
postpones catastrophe

by **CLAUDE STANUSH**

About 3 o'clock one September morning in 1938 the Rev. Charles G. Long was suddenly awakened from a deep sleep in his little stucco home in Pasadena, Calif. For a few moments he lay motionless. Then he blinked and blinked again as a large blackboard materialized before his eyes and a luminous hand slowly and meticulously spelled out across the slate the Biblical reference, "Daniel, Chapter 12." The hand continued, writing a jumble of figures, then wound up with the date, "1945."

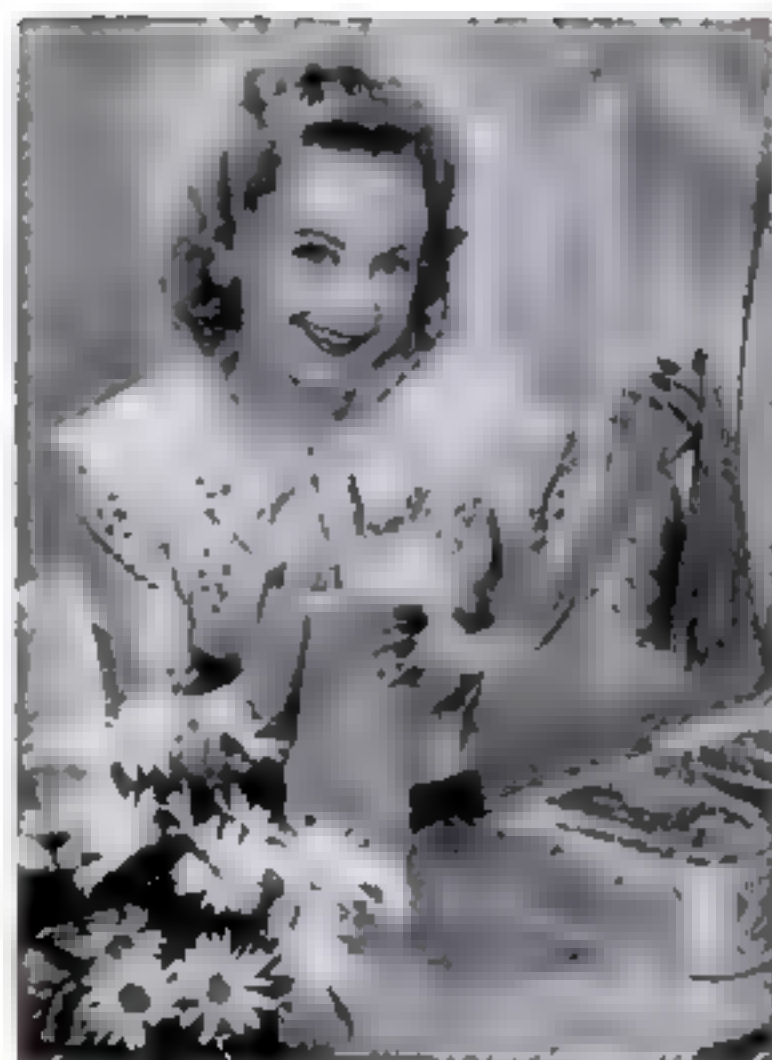
The Rev. Mr. Long jumped from his bed, switched on the light and turned to Daniel, Chapter 12, in his worn Bible. He read, "And from the time that the daily sacrifice shall be taken away... there shall be a thousand two hundred and ninety days. Blessed is he that waiteth, and cometh to the thousand three hundred and five and thirty days." To the Rev. Mr. Long it was perfectly plain that this Biblical passage and the cryptic message on the blackboard could mean only one thing—the world would come to an end in 1945.

For seven years now the Rev. Mr. Long, a diffident, devout, sheepish man of 72, has been

CONTINUED ON PAGE 18



Charles G. Long, 72, of Pasadena, says that he was chosen to be the new Elijah.



Sonja Henie, gay, graceful star of the International Technicolor Musical, "It's a Pleasure," says, "Stockings are a No. 1 charm item. Choose them carefully."

And to thousands of smartly-groomed women today, that means choosing Cannon Stockings. There's a reason, of course...

Cannon Stockings are cling-fitting, sheer as mist... with that fashionably dull look that's so important in hosiery. Every pair designed to step up the appeal of any costume!

Cannon Hosiery
HI-TWIST

Made by the makers of famous
Cannon towels and sheets



Integrity has an extra importance when applied to HER rings. The name Genuine Orange Blossom inside each ring is assurance of dependable quality plus the usual superior craftsmanship and exquisite beauty of design for which these rings are famous.

Orange Blossom prices begin at \$10.00 for Wedding Rings, \$55.00 for Engagement Rings, including tax. Write for illustrated folder.

TRAUB MANUFACTURING CO.
1934 McGraw, Detroit 8, Mich.





So there may be a flowering

Clap of thunder, rising wind, and then . . . the rains come. On roof and windowpane, they tap a friendly rhythm. For they speak of freshened earth, golden harvests, a garden at the rainbow's end.

This is the message, too, of music. For the Capehart or the Farnsworth brings the song of rain to restore the weary. Concertos and symphonies that nourish tender dreams! Each . . . tune or masterpiece . . . voiced in fullest beauty, for these superb instruments are truly faithful spokesmen.

To make the riches of music yours, at a touch, the Farnsworth Television & Radio Corporation is calling on skills of long years' standing, as well as war-learned techniques. Bringing you phonograph-radios, radios and television receivers so clear—so brilliant—it seems the artist plays at your express command.

You'll have even better record reproduction . . . and, for added ease, record-changers which provide hours of effortless enjoyment. FM reception, available in many models . . . sparkling all-wave standard radio.

Look for greater choice than ever before! Cabinet styles of many sizes, from the magnificent Capeharts to the more modestly priced Farnsworths. Whatever its cost, it will again be the *finest* for the price! Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

Debussy's "JARDINS SOUS LA PLUIE," interpreted for the Capehart Collection by Bernard Lamotte. Between Paris and Versailles lies the charming region so beloved by Debussy—and by the artist, who envisions this impression of a country garden spilling down the hill from a farmhouse, while the gentle summer rains refresh the lands and lend promise to the harvest soon to come. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.



M. W. AYER & SON

The **CAPEHART** *The* **FARNSWORTH**
RADIO • TELEVISION • PHONOGRAPHS
FARNSWORTH TELEVISION & RADIO CORPORATION

If you've a week end...a lunch box...a husband...



CHATEAU RABBIT

½ pound Borden's Chateau
½ cup milk
1 teaspoon prepared mustard
¼ teaspoon salt
Dash of Worcestershire sauce

Cut Chateau in cubes, place in top of double boiler. Slowly add milk and seasonings. Stir until cheese is melted. Turn off heat. Let stand 5 minutes. Serve hot over pieces of toast. Serves 3.
New Garnish Idea. Top with India Chutney.

SAVE THIS RECIPE

Lots of Borden's Cheese goes traveling these days—to our Army, Navy, and allies. So if your food store hasn't the particular cheese you want, try another Borden's variety. There's a fine flavor, fine nourishment in every single one. For . . . if it's Borden's, it's got to be good!



If you've a week end...

finish it off with this glorious Sunday night supper dish—Chateau Rabbit. Note that name Chateau carefully! For it's Borden's Chateau that gives your rabbit (see recipe at left) a wonderful zip—the tang of rare, aged Cheddar cheese! *No-Meat-for-Dinner Idea:* No meat? Serve a feather-light omelet made with Borden's Chateau. Plenty of nourishment—and dee-licious!

BORDEN'S FINE CHEESES



If you've a lunch box...

put this in it . . . Get some rye bread. Spread it thick with Borden's CHIVE WEJ-CUT Cream Cheese—that creamiest-of-cream-cheese with chopped green chives already blended in. Now there's a sandwich a lunch box can be proud to carry! *Different-Every-Day Idea:* Try all 4 varieties of Borden's Wej-Cuts—Plain, Chive, Relish, Pimento—a different one every day!

If you've a husband...

pamper him with the cheese that's a man's idea of heaven—mellow, robust Liederkranz.* Serve it—golden crust and all—with pumpernickel or crisp crackers! Once you see how a man dotes on that full-bodied flavor, you'll always keep Liederkranz on hand. *Serve-when-Ripe Idea:* Ripen Liederkranz in your refrigerator till the center's soft and creamy. *U. S. Pat. Off. © Borden Co.

★ Tune in Ginny Simm's new radio show . . . comedy guest stars and Ex-Servicemen — Friday evenings over CBS. See local newspaper for time and station.

TOPCOAT SMARTNESS PLUS SHOWERPROOF PROTECTION



Super-fabrics with tailored-in Smartness that lasts the long Life of the Garment

By the thousands men are now adopting a double-duty coat. A garment that's as handsome and correctly styled as a topcoat yet is ready for rain.

For now come smart RAIN TOPCOATS by Rainfair, each a gem of style. Made from softly draping fabrics processed to keep out the wind and rain yet tailored like the finest topcoat for the sunny days. In a variety of colors, fabrics and styles so that you can be individually dressed to personal taste.

The eyes of thousands appraise you 122 rainy days a year*, so plan to own a dual purpose coat—a rain topcoat by Rainfair—the most practical garment in a man's wardrobe.

RAINFAIR

Tackle Twill . . . \$16.75—(shown at right above) styled like the smartest topcoat with comfortably fitting raglan shoulders. Made from Skinner's fine quality, lustrous Tackle Twill. Trim fitting convertible Balmaran collar, fly front. Open-through pockets permit easy access to inner clothing pockets. Yoke and sleeves lined with long-wearing silky rayon adds to smartness and comfort. Colors Tan or Eggshell.

*28 largest cities in U. S. average 122 rainy days a year.

An unexpected shower is no excuse for a bedraggled appearance



FREE BOOKLET . . . How to make your raincoat last . . . our new free booklet gives you detailed instructions, and illustrates the popular Rainfair styles. Write for it today.

RAINFAIR, INC., Racine, Wis.

Dealers everywhere are supplied as often as our military obligations permit civilian shipments.

For that future rainy day BUY VICTORY BONDS



Richard Long, prophet's son, gave up his grocery job to preach for his father.

trying to convince people that they should prepare themselves for doom in 1945. He is distressed when doubters call him an alarmist. "What choice is left to me," says Mr. Long, "now that I know the great secret? Would you say Noah was an alarmist because he warned the world of the approaching catastrophe of the flood? Or the Lord when he foretold the utter destruction of Jerusalem and gave his people directions how to escape it?"

Charles Long plays his oracular role with matter-of-fact modesty. He thinks he was "chosen in the womb," and recalls that his parents, who were Armenians, had once spoken of seeing a vision shortly before he was born. Long was educated in Switzerland and at 24 became a missionary for the Church of God. He went to Pasadena in 1932 after severing his ties with the Church of God, to organize his new church, which he calls the Remnant of the Church of God.

Until last May Charles Long knew only that the grand finale of the finite world would take place sometime during 1945. But one spring night a voice told him in a dream the exact day and time when the world would be vaporized and all human beings would become ectoplasms. The time given was 5:33 p. m. Sept. 21. With only five months left he realized he would have to work fast if he was going to save mankind. He wrote a 70,000-word tract revealing the appointed day and how it was substantiated in the Bible. Then he mailed copies to Premier Stalin, Pope Pius XII, Winston Churchill, Molotov, Prime Minister Clement Attlee, President Truman, the governors of all 48 states, LIFE and other national magazines.

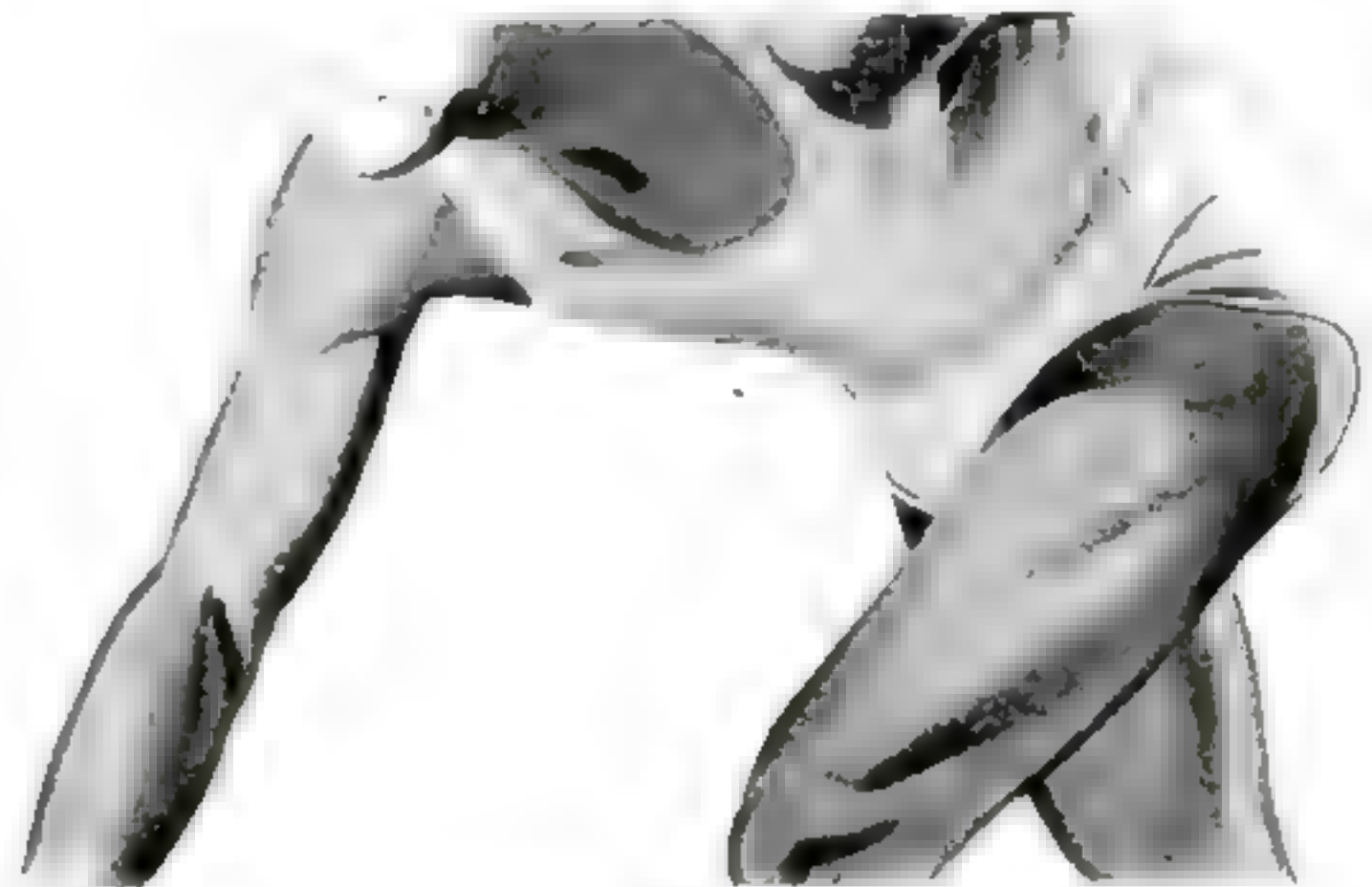
The Rev. Mr. Long was not discouraged when the Pope and other world leaders sent no reply. He asked his 32-year-old son Richard to help him. Richard promptly quit his job as manager of a Pasadena grocery store to devote full time to his

To improve your bowling like this



JOE FALCARTO, world's champion bowler, and only man with fifty-nine 300 games to his credit, advises: "Concentrate on the 1-3 pocket—make sure you're completely relaxed—and let go with an even, rhythmic swing. A slight twist of the wrist helps you get extra pins. Complete ease of movement is vital." There you have the real reason why...

It's best to be dressed like this



WHETHER YOU'RE bowling or putting up storm windows, Munsingwear brings you real freedom of action...thanks to the exclusive "STRETCHY-SEAT" feature. These SKIT-Shorts, with stay-up elastic front band, stretch with your every movement...give like your own skin...won't creep or bind. Built-in, mild supporter helps guard against constant strain. Right now, you can't get all the Munsingwear you'd like—but you'll certainly like all you get!

MUNSINGWEAR

The only underwear with the "STRETCHY-SEAT"

REGISTERED

MUNSINGWEAR, INC. • MINNEAPOLIS • NEW YORK • CHICAGO • LOS ANGELES

CONTINUED ON NEXT PAGE



Stockings by
Van Raalte

STOCKINGS • GLOVES • UNDERTHINGS

"BECAUSE YOU LOVE NICE THINGS"



LIFE'S REPORTS CONTINUED

father's mission. Before small gatherings in the Pasadena civic auditorium and in the Odd Fellows Hall, young Richard screamed, "Repent ye and be baptized, because the appointed day is near at hand!" Together the Longs held nightly prayer meetings in their Pasadena home. In one week Richard brought in 25 new disciples to be baptized by his father, thus assuring them of salvation when the end came. This swelled the membership of the Remnant of the Church of God to 50 (49 members in Pasadena and one in Arizona).

The nightly meetings in the cluttered living room of the Long home consisted of preaching, praying and singing and continued until Sept. 17, which was Yom Kippur, or the Day of Atonement, on the Jewish calendar. From sundown Sept. 16 to sundown on the following day, members of the Remnant Church refused to eat, drink or even to lie down and sleep. Newspaper reporters who tried to get into the Long home on the Day of Atonement were told by the younger Long, "Nothing worldly today, gentlemen."

On the following day, however, reporters were called in for a press conference. Then, for the first time, Richard admitted there were some uncertainties about his father's prophecy.

The atomic bomb was a warning

"We don't know whether Christ will come on Jerusalem or Pacific War Time," he said solemnly. "If it's Jerusalem time, the world will come to an end at 7:33 a. m. on Sept. 21. If it's California war time, the end will be at 5:33 p. m." He also admitted there might be another margin of error. According to the Biblical parable of the virgins, Richard explained, the bridegroom tarried and this may mean that Christ will tarry also. His coming might be delayed until Sept. 29 or even until the fall of 1946.

The younger Long stuck to his guns, however, about the manner in which the world would be annihilated. He said the atomic bomb explosions were harbingers of the great event. "The Lord informed the world through the atomic bomb that atoms can be separated," said Richard Long. "On Friday he will show us that the atoms of all 96 elements can be split at once."

Most Los Angeles Countyites ignored Mr. Long's warning. Downtown merchants continued to celebrate "Felt Hat Week," selling felt replace-

CONTINUED ON NEXT PAGE

GREAT FOR COUGHERS!
 Really medicated medicated with throat-soothing, cough-easing ingredients of Vicks VapoRub-Vicks Cough Drops bring grand relief from coughs, throat huskiness due to colds. Try 'em

Here's Quick Way to **GREATER BREATHING COMFORT**
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Quick... THE IODINE BOTTLE!

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USE 2% STRENGTH FOR FIRST AID... AT YOUR DRUGGIST

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Foe of Infection

NEW! SULFA DRUG FORMULA USED FOR ATHLETE'S FOOT!

Itching Feet, Red, Raw, Cracked, Peeling Or Soggy Skin Between Toes Or On Feet

FOOTSTEPS THAT PERIL THE WHOLE FAMILY!

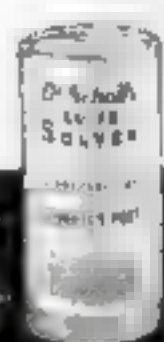


Noted Doctor's New Powder Preparation

Danger lurks on every surface not hygienically clean. Don't let your and your family's feet be infected by the spores of this invisible enemy! Use Dr. Scholl's Sulfa Solvex to help prevent Athlete's Foot and fight it if you have it. This remarkable new powder preparation of America's noted authority on diseases and deformities of the feet, contains the miracle drug, Sulfathiazole—so helpful in preventing as well as fighting secondary infections, frequently occurring in Athlete's Foot.

Dr. Scholl's Sulfa Solvex quickly relieves intense itching; kills the fungi it contacts. Helps heal red, raw, cracked or peeling skin between toes and on feet. 50¢ at Drug, Shoe, Dept. Stores and by prescription in states requiring it. Use exactly as directed.

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VARICOSE VEINS

Need Not Keep You From Having

Beautiful Legs

A new two-way stretch stocking that gives perfect support entirely unnotched under sheerest silk hose. Now, bulky elastic stockings are unnecessary. At Department, Surgical or Drug Stores.



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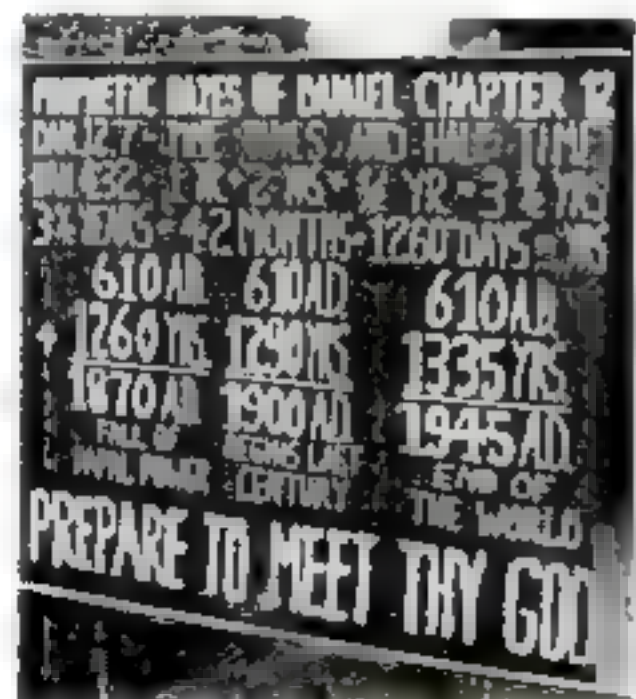
AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS

LIFE'S REPORTS CONTINUED

ments to men who might never need them. Shirley Temple got married in the face of the fact that the world's end might make her marital life a record for brevity even in Hollywood. Mayor Bowron asked the City Council for additional millions for garbage disposal on the eve of the disposal of all matter.

As Friday, Sept. 21 dawned in Pasadena the setting was perfect for a cataclysm. Murky clouds hung low over the city; occasional misty rain pattered down on the rooftops and streets. A small knot of reporters and photographers stood in the rain outside the Rev. Mr. Long's house, waiting either for atomic dissolution or explanation. About 7 o'clock a lady two houses down the street came out in her kimono and deposited a trash can at the curb. A newsboy heaved a paper onto the Longs' front porch. From the Longs' kitchen came the exquisite odor of frying bacon. Came 7:33 a. m. (M-minute by Jerusalem time). Nothing happened. At 7:34 a. m. the Longs' front door opened a wee bit and a head poked out. The head belonged to Frank Long, the prophet's other son. He told the reporters rather bitterly that they could wait out in front of the house all day if they wanted to. During the afternoon Frank poked his head out again to announce that the world's end would still come—at 5:33 p. m. Pasadena time. Came 5:33 p. m. Still nothing happened. At 5:34 p. m. reporters knocked on the door and Frank peeped out for the third time. He said his father was definitely not discouraged and that the Rev. Mr. Long's final words were, "The day is appointed. It will come now either on Sept. 29 or in the fall of 1946. That's all I can tell you." Then Brother Frank pulled in his head and shut the door.

Sept. 29 came and went. The 50 loyal members of the Remnant of the Church of God sat back to wait patiently and prayerfully for September 1946.



Prophetic blackboard which Long saw in vision is copied to persuade converts.



"Good thing my feet are sitting pretty!"

Feet are sitting pretty at all times when they have the easy-chair support of comfortable, exactly-fitted shoes.

That's why so many women make a habit of ENNA JETTICKS.



ENNA JETTICK SHOES, INC., Auburn, N. Y.

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America's Smartest Walking Shoes

Greatest Demonstration of

RAZOR LOYALTY

IN SHAVING HISTORY

► In 1942 war-time restrictions prevented us from providing Schick Blades for civilians. All of our production went to our fighting men. Hundreds of thousands of civilians had no choice but to lay aside their Schick Injector Razors and use some other type of razor on the market. And they had to keep on using these other razors for almost a year!

Then came the test!—a test probably unequalled in all razor history. For once again Schick Blades became available. Now, would these hundreds of thousands keep on with other razors—or would they return to their old Schick Injector Razors?

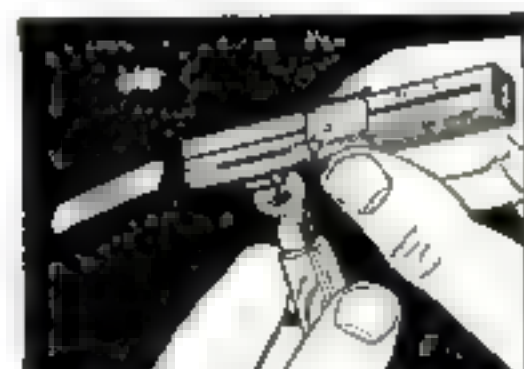
Some predicted we had lost our civilian customers. Others said half. But how wrong the prophets were! Here's what actually happened. The Schick Injector Razors were put back to work—almost to a man! We know because Schick Blade sales climbed back to pre-war levels within a few short months. A drastic test—and a dramatic answer!

And now here's news for you who have wanted—but couldn't get—a Schick Injector Razor. We expect to



resume civilian production shortly—so in a few months your store will have one for you. Then we hope you, too, will try the razor that passed the supreme test of razor loyalty.

THE EXCLUSIVE SHAVING ADVANTAGES MEN COULDN'T FORGET!



AUTOMATIC BLADE CHANGE . . . A pull and push on the Injector shoots out old blade, slides in fresh one instantly. Nothing to take apart or reassemble. No fumbling with sharp edges or paper wrappers.



SOLID GUIDE BAR . . . has a sure-grip surface that stretches and flattens the skin just ahead of the blade. Makes whiskers pop up for closer, more comfortable shave. Corner guards protect against nicks and scraping.



DOUBLE-THICK BLADES . . . twice as thick as ordinary blades, 3 times as thick as paper-thin ones. Take and hold a really keen edge. Oil-packed in special cartridge, their cutting edges are suspended in space.

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LIFE'S COVER

In a Japan slowly adjusting itself to peace (see pp. 27-30), Lieut. General Robert L. Eichelberger, head of the American Eighth Army, posed before the ancient Buddha at Kamakura, a shrine sacred in the Orient and famous in the Occident as the subject of Ritsuryō's poem, *Buddha at Kamakura*, which begins:
O Ye who tread the Vowless Way
By Tophet-flare to Judgment Day,
He gentle when "the heathen" pray
To Buddha at Kamakura!

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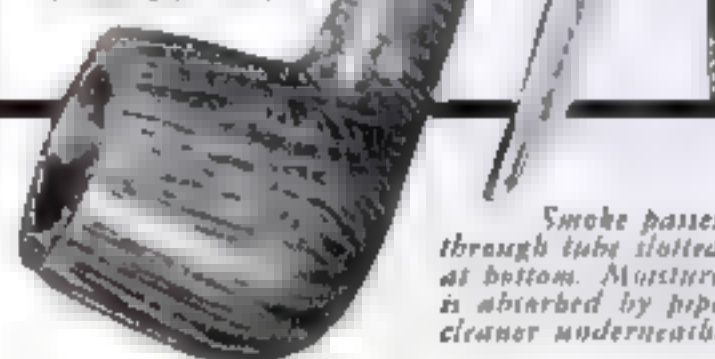
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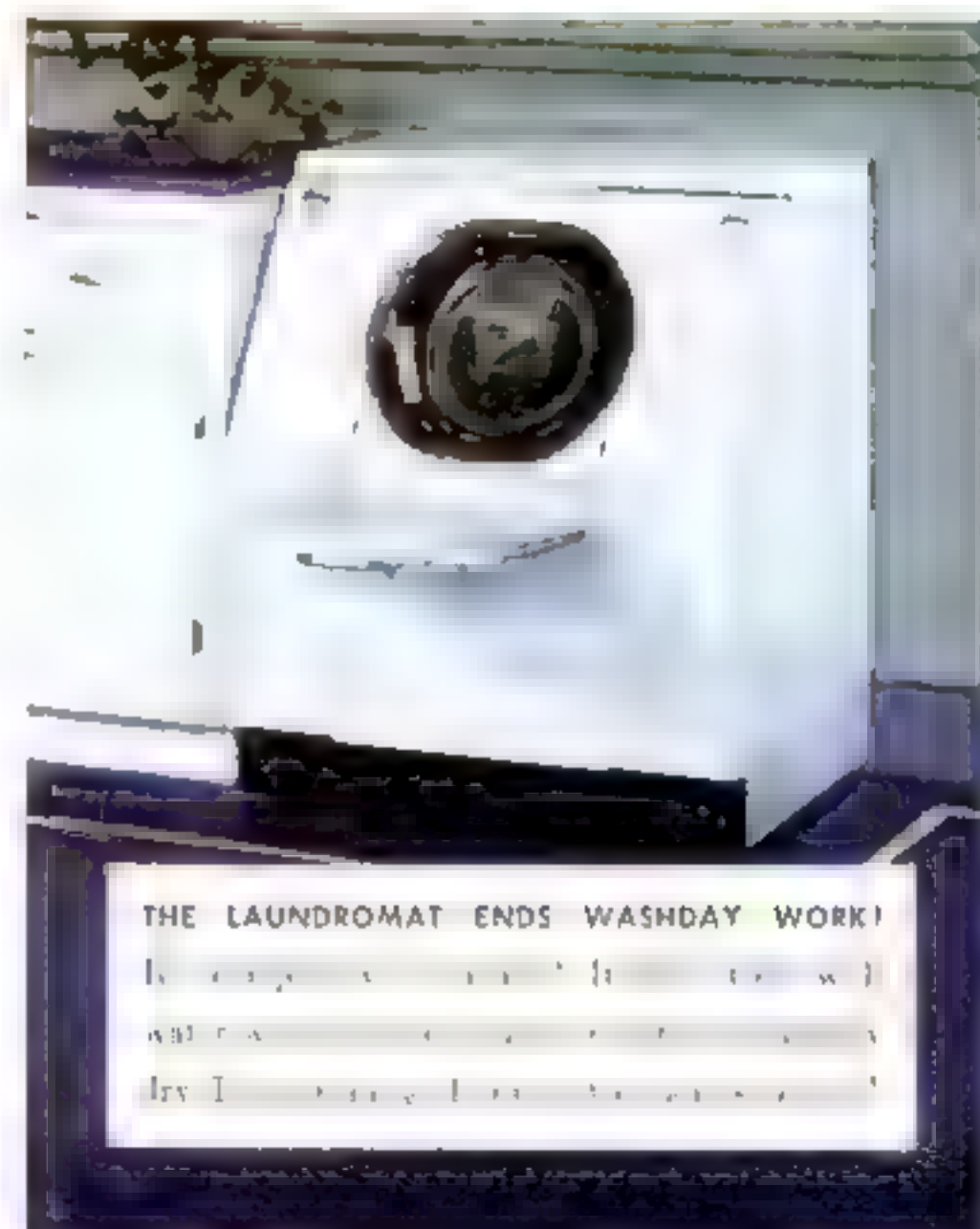
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When you see it and realize all the *saves* it offers in time, work, and money, you'll want to feel you've won.

WESTINGHOUSE ELECTRIC CORPORATION
MILWAUKEE, WIS.

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A NEW AUTOMATIC CLOTHES DRYER!

A true companion to the Laundromat. It dries all your clothes perfectly, then shrinks them *automatically*.



Westinghouse *Laundromat*

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LIFE'S PICTURES

After he finished his Tokyo-to-Hiroshima round trip, LIFE Photographer J. R. Eyerman started thinking about a vacation. For more than two years he covered the land and sea war in Europe and the Pacific, had very little rest, felt badly run-down. At Yokohama he decided to take a physical examination. When the doctor mistook him for a liberated prisoner of war, the question was settled. Eyerman knew for certain he needed a vacation. He took the next plane to Pearl Harbor and the U. S.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; INT., INTERNATIONAL



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Yankshire fingertip coat is of wool, in corded weaves or plain fleece. Extra warm because insulated with quilted lining, backed with 100% virgin wool. When you shop, be sure you look for the Reliance label. Featured by better stores everywhere.

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HOW TO HAVE FUN WITH AVAILABLE FOODS

Despite certain food shortages, eating remains a favorite and delightful diversion in American homes. Meatless dinners, everyday lunchbox meals and party menus take on extra interest, appeal and enticing flavor through the use of . . . ???? Find the answer on this page.



With fried fish what's better than the fanciest sauce? This boy and many other people say "Heinz Mustard Pickle!" You'll enjoy the mellow delicacy of Heinz Sweet Mustard Pickle, as well as the rich, robust zest of Heinz Chow Chow Pickle.



Right at home on grandmother's pickle shelf is Heinz Cucumber Pickle . . . These crisp slices are put up according to a recipe that dates back many generations. All the garden-fresh cucumber taste is retained . . . Slices are green as new leaves—cool and refreshing.



What's Halloween without a party for the teen-age set? Games are traditional. Food is hearty but simple enough for the youthful hostess to prepare. Sandwiches are the favorite main dish. Another focus of interest is a relish tray heaped with carrot sticks, celery, olives and three kinds of Heinz pickles . . . sweet pickle, sour pickle

and always Heinz Fresh Cucumber Pickle. All Heinz Pickles are made with Heinz Vinegar, rare spices, and pedigreed cucumbers developed by H. J. Heinz Co. horticulturists. Heinz Pickles are an ideal accompaniment for sandwiches, stews, macaroni or rice casseroles. And good—we'll say. So will you!



Pack a pickle in his lunch and rate cheers from a hungry man—especially if you include a fine, fat Heinz Dill Pickle with the true dill flavor all the way through. There's an art and a knack to making such pickles. Heinz sure knows how—pickle fans agree!



Snacks before dinner feature Heinz Pickles—save ration points and preparation time. Pictured here is a popular appetizer—an icy bowl of boiled shrimp all ready to be dipped into mayonnaise mixed with a generous amount of Heinz India Relish (a chopped vegetable medley—thoroughly aged and delightfully spiced).



THE CROWDED TOKYO EXPRESS ARRIVES IN BOMB-SCARRED HIROSHIMA STATION AT DAWN. BOMB BLAST BLEW AWAY SHEDS BUT DID NOT DESTROY TRACK BED

THE TOKYO EXPRESS A LIFE PHOTOGRAPHER TAKES A RIDE TO HIROSHIMA ON JAPAN'S BEST TRAIN

The Tokyo Express leaves the Japanese capital at 8.30 every morning for Shimonoski at the southwest tip of Honshu Island, via the cities of Ofuna, Hamamatsu, Fukuyama and Hiroshima. It runs through one of the most important areas in Japan and is generally considered the country's crack train. Last month LIFE Photographer J. R. Eyerman rode the Tokyo Express to Hiroshima, recording some of the conditions in unoccupied Japan. It also marked the first time in 15 years that picture-taking had been permitted on the Tokyo Express.

The trip started on a gray sultry morning in Tokyo's Central Station, main terminus of the government-owned and operated Tokaido line. The waiting room and platforms were filled with demobilized Jap troops standing in line to board trains. A small queue of civilians waited hopefully to give reasons for their trips. Suddenly a loud electric bell pealed through the shed. The Tokyo Express was ready. In ceremonious sequence a buzzer sounded and the locomotive whistle booted. Without disorder

the silent crowd pushed onto the long dirty train—17 third-class coaches and one second-class car. Then for three minutes a girl jabbered the station stops over a loudspeaker system. After the bell clanged again there was an imperious blast of the whistle and the Tokyo Express was off with a lurch. After 21½ hours and 556 miles it jounced into Hiroshima—2½ hours late.

Along the way, when the Japanese espied the foreign uniform of Photographer Eyerman, they quickly turned their backs. But when they thought he was not looking, they stared at him with polite curiosity. Many posed willingly and answered his questions with courteous care. When the trip was over, Eyerman cabled, "It is a significant sidelight on the Japanese character that an unarmed American could travel through unoccupied Japan to Hiroshima 90 days after the blast, talk with defeated soldiers and victims of the blast and find no evidence of surlyness, resentment or fear. . . . The Japs are either the most disciplined or the most deceitful people in the whole world."



Tokyo's stationmaster, who sold Photographer Eyerman a second-class ticket to Hiroshima for 165 yen (\$11), thought Americans should not pay.



At Tokyo's Central Station every last passenger sits with his luggage as he boards the express. Most of the passengers using Japan's railroads today are returning Jap servicemen

who are permitted to travel from Tokyo at half fare. Civilians do not need written priorities for travel but pay out some 100 yen a round-trip, but their trip is sufficiently important



Second-class car on the Tokyo Express is all right. There are no first-class cars on Jap trains except the private cars of the imperial family in the private cars. The seats run



Members of Jap diet eat a pinch of rice in second-class car. One member, Matsoma Ikemoto, a moderately wealthy manufacturer of soybean sauce, is traveling back to his home in

Kyoto after the diet session. He said Japan could not have withstood another winter even without the atom bomb and that the Japanese could not live comfortably for 20 years



Third-class coach, or *sanka*, is crisscrossed with demobilized soldiers. Many are stages of madness. Although catches were being taken out, only a few very dirty Jap passengers



lengthwise and the car can be made into upper and lower berths as in American Pullman trains. The berths on the Japanese trains have not been made up since the war's start.



Train schedule of the Tokaido line in Tokyo station is no more puzzling to Japs than U. S. schedules to Americans. Departure time of the Tokyo Express is listed on the large

bulletin board above. Sign at left below timetable announces a special train to Nagoya. Despite wartime difficulties, Jap railroads have maintained their schedules fairly efficiently.



were patient, uncomplaining and friendly. Since no food was available on the train, the Japs either carried rice and fruit with them or bought edibles from vendors at way stations.



Redcap, called *akabo* in Japanese, which literally means "red cap," has lettering on the front of his red felt hat which states that he will carry only hand luggage and nothing very heavy.

The Japs employ a system of tipping for porters similar to that in the U. S., but with the present wartime inflation the *akabo* prefers two or three cigarets to a hundred yen (\$8.67).



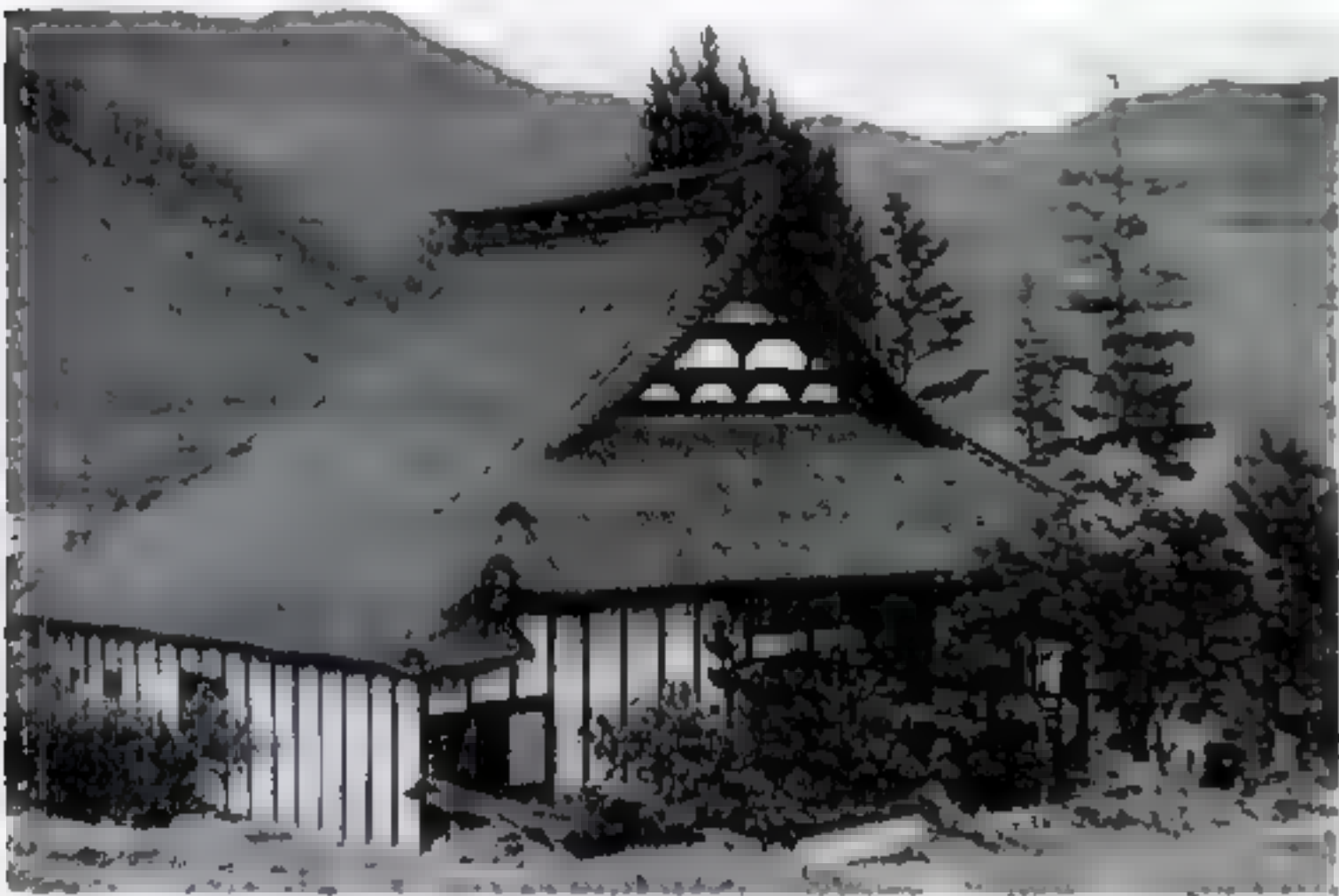
The Goddess of Mercy looms over the wooded hills at Ofuna, 29 miles from Tokyo. This is a huge stone image of the goddess Kwannon, the highest-ranking female deity in the hierarchy

of the Buddhist religion, who is especially popular in Nippon's hour of defeat. According to the Buddhist dogma the goddess contemplates the world and listens to prayers of the unhappy.



The Express rounds a bend in the mountains between Fukuyama and Hiroshima. The 18-car train is so crowded that Japs hang outside and sit atop coal tender behind locomotive. At right

of embankment is a rice field. This area is near the sea and has many crude salt mines. The mountains in background are not very high but are thickly covered with pine and cedar trees.



Rural shrine, a quaint structure like those found in every Jap village, stands alongside tracks near Fukuyama. It is white plaster with a black slate roof and carved wood ornamentation.



Rice farm near coast town of Yatsu is typical of those operated by small tenant farmers. Farmers, expecting a good rice crop this month, are relieved that Japan was not forcefully invaded.



Schoolchildren, carrying their books and parasols, walk along a sunny suburban road on their way to school in Hamamatsu, a city of 100,000 about 160 miles southwest of Tokyo. Education,

which was at a virtual standstill when war ended, was resumed throughout Japan on Sept. 15 with the word "war" meticulously deleted from all textbooks in the country's 50,000 schools.



Ofuna's railroad platform is undamaged and passenger traffic, mostly military, is bottled without undue difficulty. One of the worst Jap prisoners-of-war camps for Americans was in Ofuna.



Kyoto's depot waiting room is untouched by war like the rest of the ancient city. The former Jap capital was spared because of its 10 Shinto shrines, a 980 Buddhist temples.



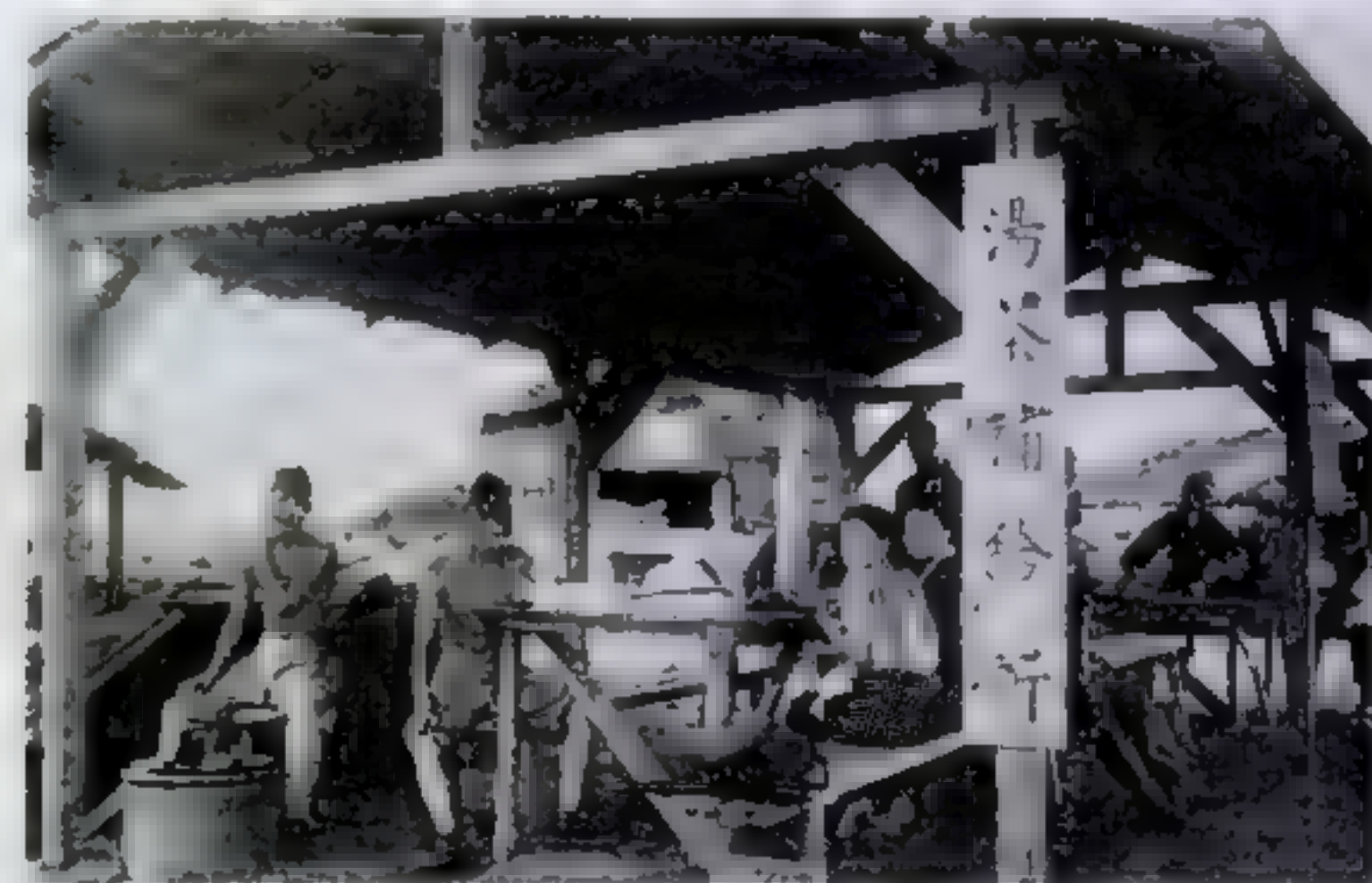
Allied prisoners of war, with cases of beer and cokes of rice to cool the beer, wait in Kyoto platform for train back to Tokyo. Since war's end they had been living high in Kyoto's best hotel.



Demobilized Jap troops, riding home in a home, regretfully, the Tokyo Express goes by. Jap soldiers are dismissed near railroad stations. Old Jap get to their homes as best they can.



Reverent attention is paid at station as imperial family car, attached to train, passes. In it Hirohito's Grand Master of Rituals rode to Kyoto to report war's end to the imperial ancestors.



At Hiroshima, train travelers refresh themselves at an improvised wooden tea room near the wrecked railroad station. Passengers had to bring their own food as only train was saved.



Nose and mouth masks of gauze are worn outdoors by Hiroshima girls as protection against infection which spread rapidly through the ruined city after the bombing. This practice was first

adopted by the Japs in the '20s as a safeguard against influenza. The girls are also sporting colorful, full-length knickers which have been a national wartime costume for Japanese women.



Atom bomb victims in Hiroshima, suffering from burns and fractures, are cared for in filthy, fly-filled bank building. Instead of doctors, young, untrained Japanese girls dressed wounds.



Mother and child, burned by the blast, rest on bank's floor. Photographer Pyrenne reported their injuries looked like those he'd seen when he photographed men burned at Pearl Harbor.



Change-of-address notice (left) is posted outside Hiroshima store. The larger sign (right) tells employees of the Mineral Reconversion Co. when and where their wages will be paid to them.



Boxes of ashes, with names of the atom bomb victims, are packaged in remains of a Hiroshima Buddhist temple (see opposite page). Memorial services were held after 30 days of mourning.



IN A BUDDHIST TEMPLE IN HIROSHIMA A FAMILY
KNEELS TO PRAY DURING MEMORIAL SERVICES
FOR RELATIVES KILLED BY THE ATOMIC BOMB

URGENT BUSINESS

PEACE REQUIRES ANOTHER EFFORT OF THE U. S.: TO CONQUER ITS OWN ECONOMIC NATIONALISM

The U. S. Congress has a great deal of work to do before the American people can enjoy any of the relaxed optimism which they thought victory would bring them. Victory and peace are not the same thing. We are a long way from peace. We shall get closer to it only when we tackle some very urgent unfinished business now piling up.

By this is not meant the atomic bomb, though that is by all odds the most monstrous task ahead of American statesmanship. If the U. S. cannot be faithful over small things, it is unlikely to deserve mastery over the greatest.

These "small things"—small only by comparison—are our foreign economic relations. Peace requires a rational and hopeful foundation under how the world earns its living.

An Old Habit

Long before the war, before Hitler, even before the depression, we Americans formed a policy, or rather a habit, which seemed at first to be primarily a domestic affair, our own business. Economists and various long-hairs kept pointing at the evil consequences of this habit. The evil consequences ensued as predicted. We still paid little attention; we still have the habit. The habit is to underestimate the effect of our own economic practices on others. It is a kind of passive economic nationalism.

When President Truman ordered the end of Lend-Lease, this habit was reborn. Whether Lend-Lease was ended too hastily is not important; that had to be done sooner or later. But ending it raised the larger, untouched problem: how to make Lend-Lease unnecessary.

The people in the countries of our Allies still need the food, machinery, raw materials, trade goods, etc., which made up some 40% of all our Lend-Lease shipments. Living standards in liberated Europe this winter will be worse than last winter, much worse than under the Nazis. The calory intake of Europeans is about one-third that of Americans. Yet whenever steps are taken to do something about it, the American taxpayer and his congressional spokesman at once fall into the morose language of reluctant charity.

The problem is not one of charity. It is one of bringing international trade back to life, and creating new and sounder patterns for it.

Mr. Truman has said that neither ships nor supplies are wanting to fill Europe's needs; what's holding things up is "financial arrangements with the European governments."

One of these arrangements concerns the surplus property which our Army has left abroad. There are millions of tons of surplus Army goods in Europe, useless to us, badly needed by the Europeans. But as John Snyder told the Mead Committee, there are not enough dollars in Europe to pay for them.

Nobody wants to bring these surpluses back to the U. S.; our auctioneer's position is therefore not very powerful. One scheme—very sensible as far as it goes—is for the U. S. to accept payment in francs, pounds and

other local currencies; we would then undertake to spend these locally, repairing our embassies, giving traveling fellowships to veterans, and the like. But to accept anything but cash for our surpluses will require legislation. That in turn will require a new understanding on Congress' part that francs and guilders, accompanied by goodwill, or even goodwill alone, are worth more in the long run than dollars we will not get.

The British Loan

The arrival of Lord Keynes, in quest of long-term financial help for England, stirred up our economic nationalism in its loudest form. "What kind of saps do they think we are?" cried Representative Kuntson in the House, borrowing a cadence from Winston Churchill. Others complained that the American taxpayer was being asked to pay for Britain's experiments with socialism (which Mr. Truman at once labeled "a perfectly silly conclusion"). The British have put their case very candidly—so candidly that, to an economic nationalist, it sounds like a holdup game. But actually, it is the U. S. that holds the gun, and it is pointing not only at Britain's economic future but our own.

The British—not the Empire, but the United Kingdom—are broke, broke in two ways. They owe something like \$15 billion (mostly to India, Egypt, Eire and other parts of the Empire) which they can pay only in pounds, for they had to drop a lot of dollar and dollar-earning assets during the war. They are also broke on current account: they must still import to live, but they no longer have the investment, shipping and insurance income that used to pay for a large part of their imports.

The British problem is not solved by Bretton Woods. All the Bretton Woods fund will do is to reveal the fundamental weakness of Britain's exchange position, which is obvious already. So how can the British get hold of some dollars? They are too cautious or too honest to ask for an ordinary loan, for fear of not being able to pay it back. Every Englishman knows he must increase his exports ("50% above prewar" is the familiar target) and cut his imports—in short, cut less and work more—for many years to come. Even 2½% interest on a big loan would in effect be one more import which he must cut out if he can.

If the British cannot get more dollars, they can try to eliminate the need for the dollar from their world. They can throw the barriers still higher around their already controlled sterling area, surpassing America's economic nationalism on an Empire scale. India, so rich in sterling and so poor in everything else, would never be able to spend it except in London. British industry, backward by our standards but not by the rest of the world's, would have less reason to modernize; the British could even outtrade us in neutral markets by exploiting their indebtedness à la Dr. Schacht. The British would get along, in such a world; they always do. But in case of war they would not be so strong an ally as they were in 1939-45. Moreover,

in such a world, nobody would get any richer. Instead the contrast between the American standard of living and Europe's would be frozen, embittering every European's mind.

Our Choice

No statistical reckoning of war sacrifices will ever prove that America owes anything to Britain and Europe. As the *London Economist* says, "The U. S. would be fully entitled to do nothing at all, if it chooses." But if we do nothing, we must also stop prating about free exchange, nondiscrimination and an expansion of trade. Those things just won't happen if we don't make them happen. Instead, world trade will become a total war between the dollar and the pound.

There will always be rivalry between British, European and American industry. It becomes war only when the governments are involved. The only way to turn this rivalry to the account of economic progress is by diffusing it among individuals in the form of competition.


So the least we must do now is vote the money that Britain needs to stay in the comparatively free competitive system which Britons and Americans both prefer. But the permanent strength of that system is also up to us. Britain needs dollars not just this year but every year; the shortage is chronic. This problem, according to the *Economist*, "will not be solved until an American import surplus is in sight."

Our chronic export surplus is a symptom of two things: natural wealth and industrial energy. We can't help being the richest country in the world; but we can cure some of wealth's bad habits. We have been using up our own protected copper and petroleum and exporting our bountied wheat and cotton, though our known deposits are almost exhausted and our topsoil runs into the sea. It would not take much intelligence to correct that habit, but it will take political courage.

As for our industrial energy, it has grown so great that we simply must cut others in on it, as we did during the war. The source of that energy is economic freedom. It will grow still greater as we draw it from an ever-widening free area. It will do more good as we share its secrets with our friends.

PICTURE OF THE WEEK: ➔

Lieut. Colonel James Devereux, commander of Wake Island's garrison, came home last week, 28 pounds lighter but fairly healthy after his 16 days on Wake and almost four years in Jap prison camps. His friends and relatives came to Washington's Union Station to greet him. But the only one of his immediate family there was his 11 year-old son, Paddy (James Patrick II). While Devereux was in prison, his 27-year-old wife and his mother both died. Paddy, who has been living with his maternal grandparents at Butler, Pa., did his best to keep from crying when his father stepped off the train and swept him into his arms. But Paddy didn't altogether succeed.



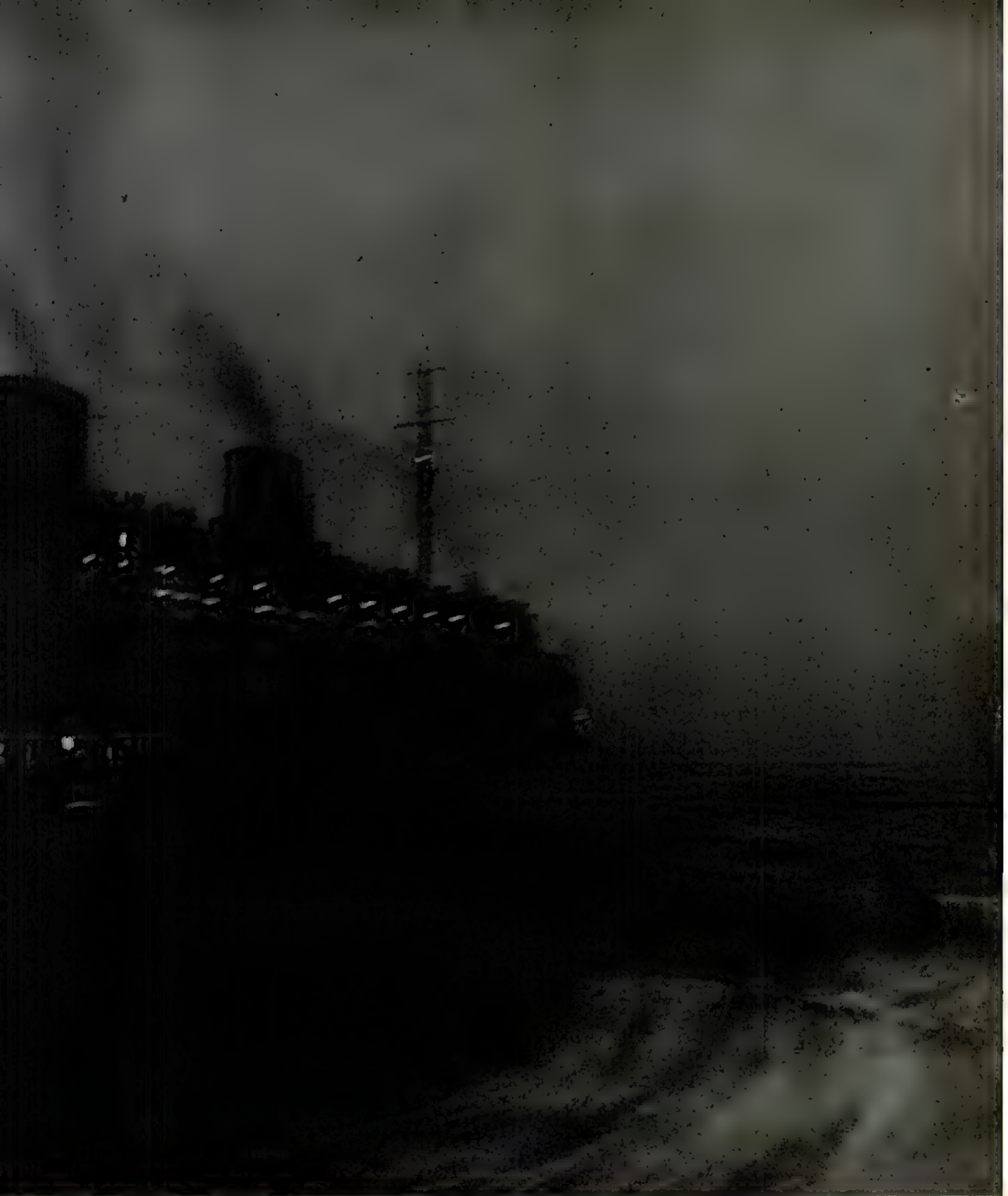
Lieut. Colonel James Devereux, the hero
of Wake Island, comes back after almost
four years to his motherless son, Paddy



"EUROPA" RETURNS

It was a peaceful summer day in August 1939 when the German liner *Europa* last sailed from New York. In a quick dash across the North Atlantic she reached the safety of Bremerhaven just three days before German armies marched into Poland and World War II began.

Last week for the first time in six years the *Europa* was back in New York. Out of the autumn evening mist she loomed big and rusty and unkempt. Her hull was blackened and stained, her topsides dirty. Instead of her German command she was sailed by a prize crew.



put aboard by the U. S. Navy. Crowded on her decks and perched on her stacks were 4,314 cheering American soldiers home from the war. As she moved by the 23rd Street pier, maneuvering for docking at 48th Street, LIFE Photographer Sam Shere made this pic-

ture from the rear station of a small Navy cutter. The *Europa* was captured May 8 when a U. S. Navy lieutenant with Marshal Montgomery's army group went aboard her in Bremerhaven. He found the ship filthy with neglect but virtually undamaged by war.

The Nazis had used her as a billet for troops. The Americans cleaned up her interior and made her ready for sea. Last week after her arrival in New York she was officially attached by a marshal of the Federal Court, first official step in her seizure as a U.S. prize of war.



IRMA GRESE LISTENS PENSIVELY TO TESTIMONY OF HER DEEDS. LIKE OTHER PRISONERS FLANKING HER SHE WEARS NUMBER TO IDENTIFY HER FOR THE COURT

MASS MURDERESS

Woman leader of Nazi guards at
Belsen camp sets record for evil

The good-looking, clean-cut, well-groomed young woman above is Irma Grese, 21, of Neustrelitz, Germany, once head of the Nazi women's Waffen SS (armed guards) at the notorious Nazi prison camp at Belsen. With 45 other members of the camp's staff, she is being tried by the British army for atrocities committed at the camp, where millions died. Testimony of ex-prisoners painted Irma Grese as a woman who in her short life has surpassed the most blood-curdling murderesses and sadists of previous history

With her riding crop Irma Grese ferociously beat women prisoners to the ground. For her amusement she set dogs to tear the feeble to pieces. She tied together the legs of women in childbirth, so that they were unable to deliver and died in great agony. On her previous job at Oswiecim camp in Poland, she had assigned young girls for experiments in artificial insemination that killed many of them.

Irma's codefendants all showed signs of terror. But Irma's face moved only once. Then it was to laugh.

A BOUQUET FOR THE GROCER

"A bouquet for introducing me to that wonderful new Campbell's Soup - Beef Noodle!" Many a mother must feel like decorating the grocer who suggested this most popular of Campbell's new soups. Here, she realizes, is a main-dish soup she can call on time and again to help feed her family well in these days of continued scarcity . . . a soup that never fails to please.

Campbell's Beef Noodle Soup has

been eagerly welcomed throughout the country this past year, and no wonder. It's BEEF straight through: a rich stock slow-simmered from lean beef . . . filled with golden egg noodles steeped in the good beef broth . . . and plenty of tender pieces of beef.

You'll want your family to enjoy this grand new soup favorite—Campbell's Beef Noodle. It's so hearty and homey, so nourishing and good.



Growing flowers takes daily showers,
My watering-pot beside me,
But I can grow from head to toe
With Campbell's Soup inside me!

Campbell's BEEF NOODLE SOUP



CAMPBELL'S "21 KINDS"—Asparagus with Bacon • Beef • Beef Noodle (new!) • Black Bean • Bouillon • Chicken • Chicken Combo • Chicken Noodle • Clam Chowder • Consommé • Corn • Macaroni • Cream of Mushroom • Ox Tail • Potato • Pot • Scotch Broth • Cream of Spinach (new!) • Tomato • Vegetable • Vegetarian Vegetable • Vegetable Beef



Try Dinah Shore's Green Bean Luncheon Platter!



can you be "too particular"?

We don't think so, when it comes to getting the best value for your money. When you buy quick-frozen foods, for instance, any brand will suit people who will take "almost anything." But if you want the famous quality brand, BE SURE you get Birds Eye!

TO GET the most out of this savory new dish, you want to get the *tenderest, garden-freshest* green beans you ever tasted!

That means *Birds Eye* greenies. For they're all that, and **WORK-FREE!** Picked young n' tender, they're cleaned, cut lengthwise (French Style). . . Quick-Frozen within 4 hours! Sealed in is ALL that dewy farm-freshness. (Market beans lose flavor and freshness getting there.)

Finally, *Birds Eye* guarantees these green beans—as well as wax beans and 1-inch cut green beans—"best you ever ate!" If they're *not*—it's **MONEY BACK!** Do others give this guarantee? Huh? Try ours tonight—in this grand, new dish!

ASK HIM! Ask your *Birds Eye* Storekeeper to tell you about the other delicious *Birds Eye* Foods! Fruits, vegetables, poultry, sea food. They're *swell*.

HEAR DINAH SHORE, singing star of "Birds Eye Open House" and famous guest stars, **THURSDAY** evenings, NBC, at 8:30, E.W.T.



"You'll like my
new **RECIPE!**"
—SAYS DINAH

1 box *Birds Eye* Green Beans, French Style
1½ cups seasoned white sauce
1 chicken bouillon cube
½ teaspoon Worcestershire sauce
¼ cup finely chopped onions
2 tablespoons fat
3½ cups hot cooked rice
¼ teaspoon poultry seasoning
1½ teaspoons salt
Dash of pepper

Cook *Birds Eye* Green Beans, French Style, as directed on package; drain, saving bean liquor. (These tender young *Birds Eye* Beans are *work-free*—cleaned, cut lengthwise, ready to cook!) Make white sauce, using bean liquor as part of liquid and adding bouillon cube and Worcestershire sauce. Add beans and keep hot.

Sauté onions in fat until lightly browned. Combine rice, onions, and seasonings.

Pile rice on hot platter and cover with creamed beans. Garnish with crisp bacon. Arrange broiled tomatoes around border. Makes 4 servings.

BASEBALL SEASON ENDS IN ARGUMENT

Charlie Grimm, Cubs' manager, loses umpires' decision but wins pennant

An outlandish baseball season ended last week in an outlandish way. With most major-league stars in the services, games have been studied with bone-headed plays, bizarre errors and bullheaded battles with umpires. Whatever wartime players lacked in skill they made up in eagerness. The pennant races were close in both leagues, Detroit and Chicago not clinching the championships until the last two days of the season.

The climactic blow-off came in Chicago on Sept. 26. Charlie Grimm's Chicago Cubs were playing the second-place St. Louis Cardinals in a crucial National League game. Grimm especially was nervous. Usually he is a jolly extravert who spends his time on the third-base line hurlesquing opposing pitchers and

putting on a drunk act. Off the field he plays the banjo and wears a Chinese magician's outfit. With a pennant close at hand he stopped his clowning. In the third inning of the game the Cards got off to a two-run lead. In the fourth the Cubs scored three runs. By the seventh inning the Cards were again ahead, 6-5.

Then came the big argument. Kurowski of the Cards singled and Sanders pulled a long fly down the first-base line. The Cubs' right fielder Nicholson made a brave try for the ball but it popped out of his glove. At first the umpire on second ruled he had caught the ball. Kurowski (see right) and the rest of the Cards protested loud and long until the umpires reversed the decision, ruling both runners safe. What happened after that is shown below and on the following pages.



The argument breaks out between Cards' Kurowski and Umpire Ballanfant when Kurowski is judged doubled off first.



Charlie Grimm races onto the field screaming when the umpire's decision is reversed and both Kurowski and Sanders are called safe. Behind him, in the dugout, his players point

indignant fingers at the umpires. They then jumped out and followed their leader into the argument. The Cardinals scored five runs in this inning, went on to win the game easily, 11-6.

Who said "imported"?
... **this is AMERICAN**



Everybody remembers about the Boston Tea Party—how the citizens of Boston masqueraded as Indians and went aboard British ships in Boston harbor throwing overboard some 400 chests of tea . . . Through an odd quirk of history it has been known as The Tea Party, but some say the reason for New England wrath was their preference for American Wine over imported tea, and it really should have been called The Vermouth Party . . . Today such goings on are not necessary. You don't have to dress up like an Indian in order to be sure that your Martini will be made with G & D American Vermouth. All you have to do is ask for it.



**AMERICAN
VERMOUTH**

ESTABLISHED 1927



GAMBARELLI & DAVITTO • NEW YORK
DIVISION OF ITALIAN SWISS COLONY

Baseball Season Ends CONTINUED



Grimm brays derision at the Cards' dismay when Sanders and Kurowski are called out. This was before decision was reversed, causing Grimm to rush out on the field.



After decision is reversed, Grimm argues with Umpire Pinelli. He claimed Kurowski was out. Even if ball fell safe, he says, Kurowski had been forced out at second.



"How'n the hell can a guy be safe when he's out on two counts?" insists Grimm, pointing at the earth and sky. He argued bitterly for 15 minutes but got nowhere.

CONTINUED ON PAGE 45



A SWITCH TO HUSH THE BABBLE OF A CROWD

IT ISN'T even necessary to have impaired hearing to appreciate the value of the Best of a Control on the amazing new Sordine "600".

Just flip the little switch. It does electronically what superconcentration does for the person who is trying to converse against a background din. It quiets the buzzing mass of sounds in crowded places, noisy offices, roaring traffic.

This amazing Bi-Focal Control has become one of the most talked-about features of the new Sonotone "600". By itself, it would not be spectacular. But as a part of a new instrument that has revolutionized hearing correction, it has become a sensation in a very short time.

No wonder Sonotone "600" has run up a new popularity record! Here's what it gives: 1. Nearly double the power of previous hearing aids! 2. An important saving in battery cost and weight and bulk. Many who couldn't hear satisfactorily even

with the strongest batteries now hear comfortably with less expensive, lower voltage cells and have power to spare. 3. A closer fitting to the individual's hearing loss, for greater clarity and ease of understanding. 4. Reproduces the easy, natural flow of everyday sounds—so more restful and helps the wearer to control time and balance of the speaking voice. 5. Uninterrupted hearing through unusual mechanical stability and helpful Sonotone Consultant service that is always on call wherever you go.

If you have a hearing problem, get the new facts about better hearing with the Sonotone "600" from any Sonotone Consultant. There are Sonotone Offices in 207 cities in the country, and regular Sonotone Hearing Centers are held in 1,511 other communities. If you don't find the Sonotone name in your telephone directory, write Sonotone, Elmstons, N. Y., for the spot nearest you where this help is available. In Canada: "4 Yonge Street - Toronto.

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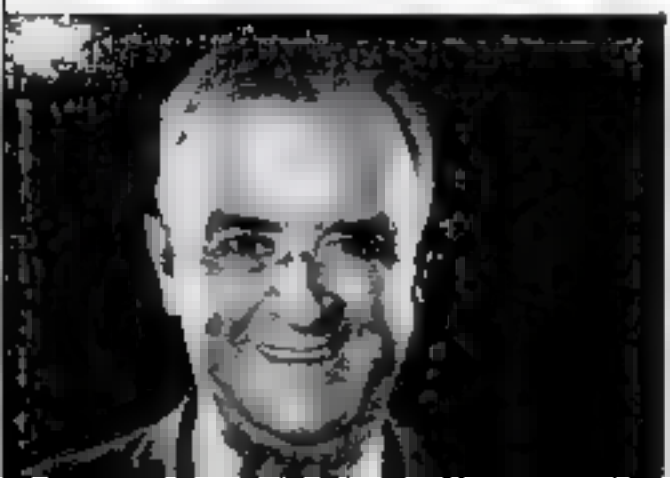


PRESS THE SWITCH! The Sonotone Bi-Focal Control filters out unpleasant background sounds, leaves you free to chat with those near you about necessary stuff. "The greatest blessing since the first electric hearing aid," is the way one user expresses it.

[illegible]

Betty E. is a secretary, taking very exacting medical notes. Her handwriting is so good that it is a pleasure to read it. She is a very good typewriter. With the new "Sommer" she can go as fast as anybody else. She is a very good typewriter. With the new "Sommer" she can go as fast as anybody else. She is a very good typewriter. With the new "Sommer" she can go as fast as anybody else.

Mr. P. B. M. had been an active lodge man for many years and his bearing appeared to be the very first time he put on a suit and tie. He is a little under six feet tall, a thin man with a few wrinkles on his forehead. He is a friendly man and people are a little and blushed out because of his face. In his right hand, he carried a pocket watch and a group of men and women. The first of the group was a woman.



Van Raalte

GLOVES • UNDERTHINGS • STOCKINGS

"BECAUSE YOU LOVE NICE THINGS"

Hands-Away

Sleight-of-hand glove fashion which frees fingertips at will but keeps arms glamorously deep in rich rayon jersey. At better stores, \$2.



Baseball Season Ends CONTINUED



Cardinal bench enjoys argument, while trainer "Doc" Weaver (without cap, puts hex on Cubs. Coach Wares (foreground) wears regular cap and special batting cap.



In raging dignity Grimm stalks off after the futile argument. He swore loudly that he would file an official protest but he didn't. His team won the pennant anyway.



"Really, girls, I'm getting so tired of tightening my belt!"

Tighter belts will be worn for some time in America.

And very nice they will look, too. They'll be the badge of well-informed, patriotic people who know how seriously food is needed now to secure the peace.

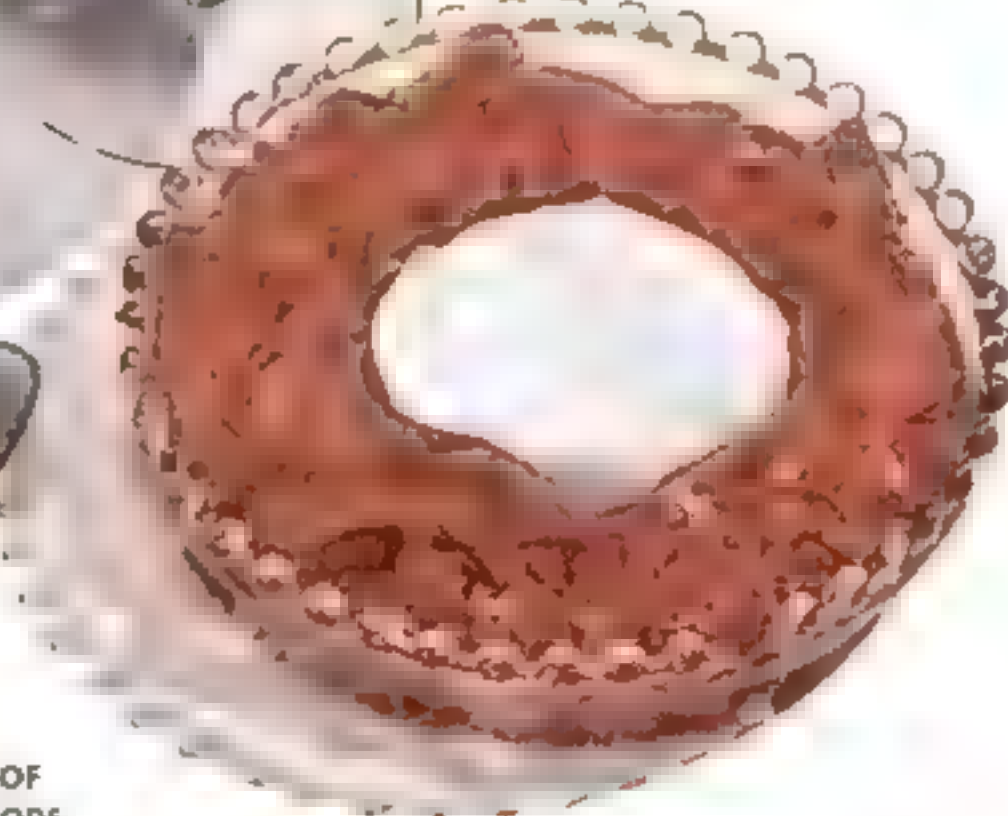
This sugar-short season, everybody's favorite Jell-O and Jell-O Puddings, for instance, will be rare and festive delicacies.

Which means that when they do appear, they surely ought to be made to go far and look beautiful!

Jade Ring Saled... Dissolve Lime Jell-O in 2 cups hot water. Pour 1 cup into mold, chill. Whip remainder liquid with 1 cup seasoned vegetables, 1 cup cottage cheese. Cut the mixture into 16 slices, then broil over a fire. Mix in that tasty locked-in Jell-O taste!



Party Puddings . . . Cherry-and-cocky butterfly on rich Chocolate Jell-O Pudding . . . Emerald mint jelly on creamy vanilla . . . chocolate chips marbled into mellow Butterscotch (while it's warm). Full of real old-fashioned flavor . . . lovely . . . yet fitting!



When the sugar shortage eases up, the makers of Jell-O and Jell-O Puddings will once more be able to make all that folks want. And meanwhile—the cue for each of us is: when any food is scarce—share and play square.

What's found only in Jell-O?
That "locked-in" Jell-O Flavor!

PRODUCTS OF
GENERAL FOODS



Jell-O Puddings
Like Grandma's—only more so!

No need to keep four soaps on hand!

SWAN'S FOUR SWELL SOAPS IN ONE!

1. BATH

SWAN'S GRAND FOR COMPLEXIONS AND BATH! LATHERS LIKE SIXTY IN THE HARDEST WATER! FIRM! LASTS 'N LASTS!



2. DISHES

MILD SWAN SUDS FAST—DOES DISHES QUICK! AND IT'S SO KIND TO YOUR HANDS!



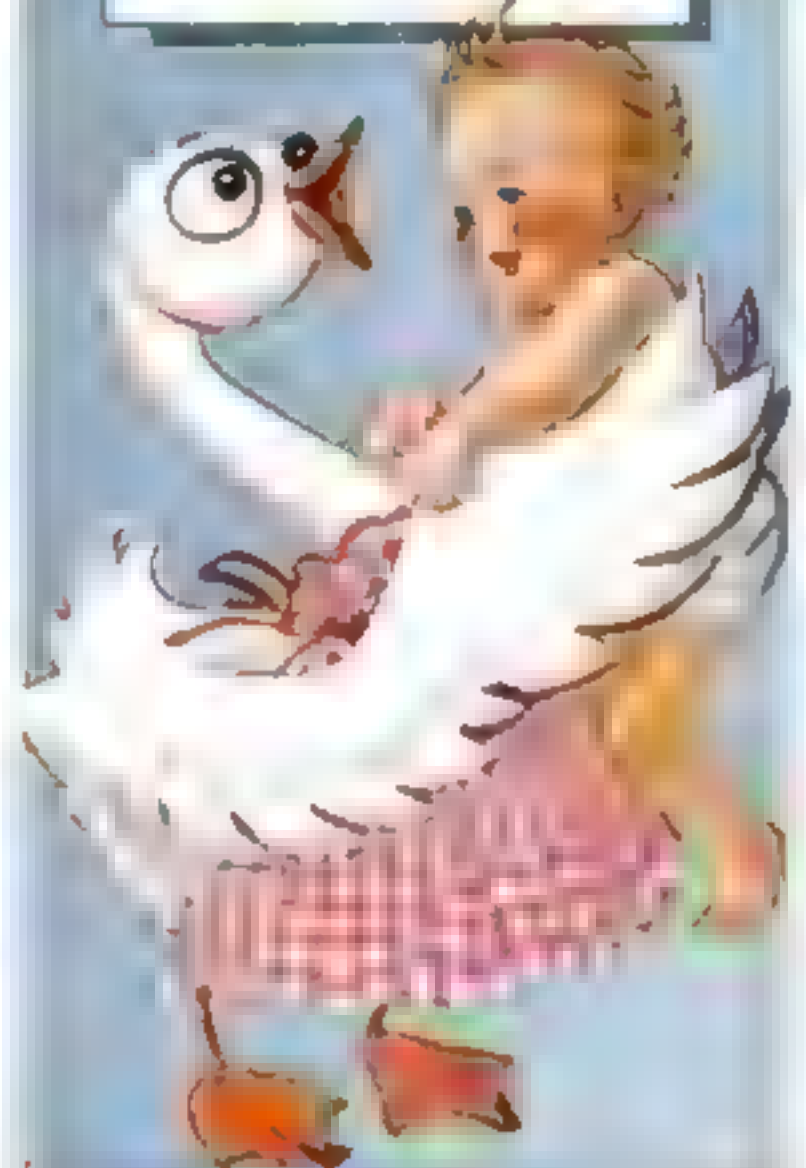
3. FINE THINGS

SWAN'S A WONDER FOR ALL KINDS OF LIGHT LAUNDRY! HELPS KEEP PRECIOUS THINGS LIKE NEW!



4. BABY

SWAN'S PERFECT FOR BABY! PURE AS FINE CASTLES. MILD AS MAY!



A lass? ____ A dish? ____ A slip? ____ A tot?
One thrifty soap will wash the lot!



Snap Swan in the Middle
*Use 1/2 for complexion and baby's bath.
 Use 1/2 for dishes and fine laundry*



IT'S PATRIOTIC TO SAVE SOAP.
 FOLLOW THESE HINTS:

1. Don't leave Swan in water. Whip up lather—then take cake out.
2. Don't make more lather than you need.
3. Beware of a wet soap dish. Keep it dry.
4. Save slivers of soap—use them in your soap shaker.



SWAN'S 4 SWELL SOAPS IN 1

TUNE IN: The JOAN DAVIS SHOW...with Andy Russell, CBS Monday Nights!



WITH PRAYER SHAWL OVER HIS U.S. ARMY UNIFORM PFC WERNER NATHAN HOLDS SACRED SCROLL DURING JEWISH NEW YEAR SERVICE IN BERLIN SYNAGOGUE

JEWISH NEW YEAR

American Army helps Berlin Jews
restore their sacred services

This year, for the first time since 1938 when the Nazis destroyed Jewish synagogues, Rosh Hashanah, the Jewish New Year, was celebrated in a Berlin synagogue. Among the 500 worshipers who gathered for the services at sundown on Sept. 7 were American and Russian soldiers who prayed together with the relatively few remaining Jews of Berlin. The synagogue, once burned by Nazis, had been repaired, repainted and refitted with the aid of the U. S. Army.

The honor of holding the Torah or Sacred Scroll (above) during the ceremony was bestowed upon Pfc Werner Nathan, of Newark, N. J. The scroll had been hidden from the Nazis in an underground safe. Their freedom to worship restored once again, the German Jews prayed for a new world. "We are still in the dark," intoned the rabbi. "We are between two doors. We have opened and passed through only one. I ask God where we shall go from here . . ."



A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**It Needs No Brush
Not Greasy or Sticky**

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

SMOOTHS DOWN SKIN

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

SEND FOR GUEST-SIZE TUBE

If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents to The J. B. Williams Co., Dept. HG-18, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.



Covering the scroll after the reading of the Torah, an American soldier replaces the Torah Crown. The congregation's rabbi, killed by Nazis, was replaced by an assistant.



Heralding the New Year, the Shofar or ram's horn, is sounded as Private Nathan watches. In ancient times the blasts of the horn supposedly drove away evil spirits.



Prophetess with pen...

Burning with bright wrath at a society that could consider a man a *thing*... Harriet Beecher Stowe wrote Uncle Tom's Cabin, a great human story which aroused the country against racial injustice... crystallized anger into action... prepared the way for the Emancipation Proclamation.

Mrs. Stowe etched her immortal word pictures with a primitive pen... Today everybody can have a far finer writing instrument... The Inkograph, precision-built but rugged... with a 14kt solid gold ball-like point, that writes with the ease of a soft pencil.

If your dealer is out of Inkographs, keep trying. We are supplying the stores as rapidly as production permits.

Inkograph on the barrel or clip guarantees the genuine. Sorry, no mail orders, only dealers can supply you.

INK-O-GRAPH \$2

Inkograph Co., Inc., 200 Hudson St., New York City 13

LIFE has 22,000,000 readers every week.

A winner with women!

QUEST

All-purpose

DEODORANT

On sanitary napkins,
Quest powder deodorizes
completely

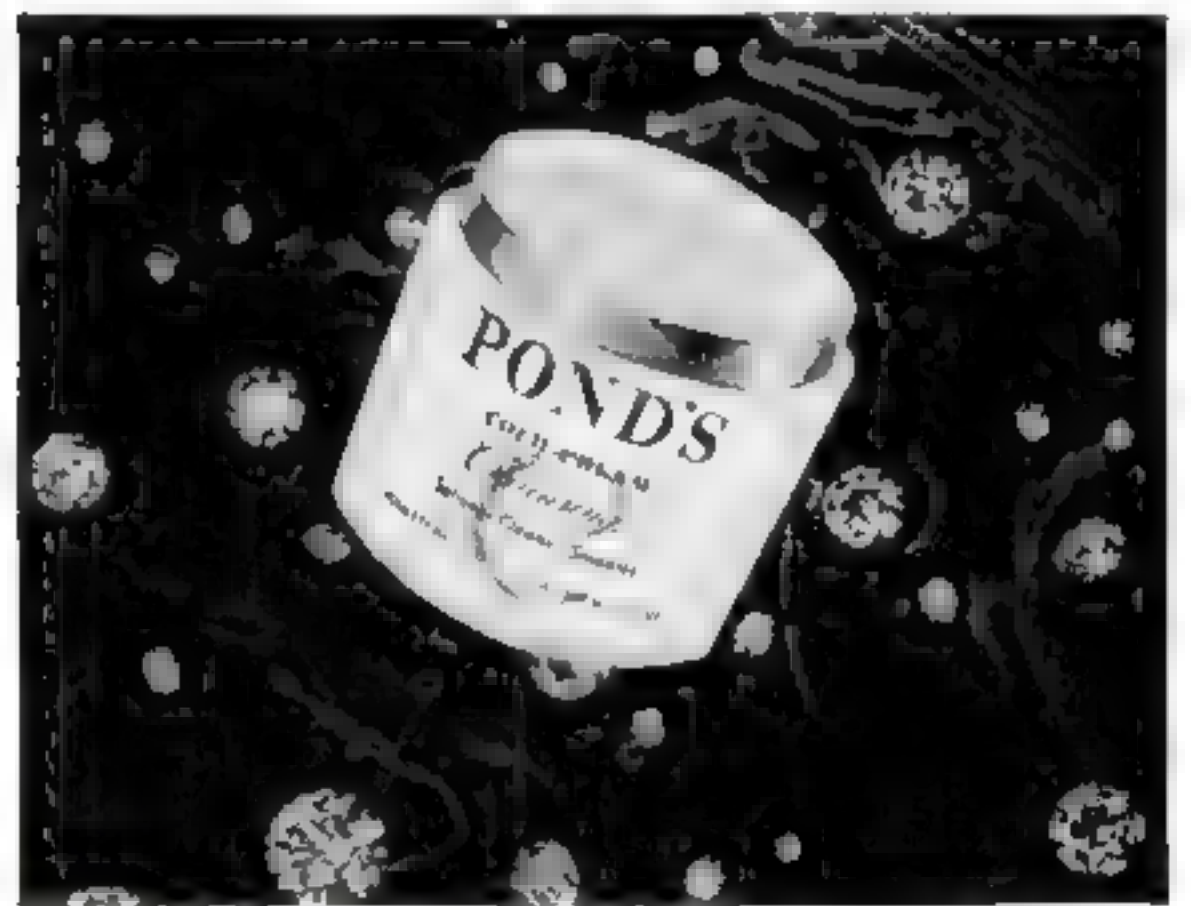
SHE'S ENGAGED! *She's Lovely! She uses Pond's!*



NANCY JANE MACBURNY . . . Her smooth way of wearing her hair—whether it's fashionably "upswept" or "down"—gives an added charm to her notably lovely, clear soft skin.



A JUNIOR CANTEEN HOSTESS . . . Gay and charming Nancy Jane MacBurney sings with the boys at a popular LSO Canteen she helped organize in Chicago at the start of the war. She first met her fiancé there when he "just happened in." Ever so many girls and women are serving as Canteen hostesses these days. Couldn't you help out in your locality?



HER COMPLEXION CARE is Pond's Cold Cream. . . "It's the cleansing-est, smoothing-est cream that I know," she says.

TO WED R. A. F. OFFICER

Nancy Jane MacBurney
engaged to
Flying Officer
Robert Francis Reynolds



THE RING Bob gave her just before he took off for England

She met Bob in Chicago—but he was born in Burma, brought up in London, and they plan to live in Toronto "someday."

Another Pond's bride-to-be, Nancy Jane is another lovely girl with a fascinating "soft-smooth" Pond's complexion.

This is Nancy Jane's fundamental daily skin care with Pond's Cold Cream.

She smooths white, fluffy Pond's Cold Cream all over her face and throat, and pats thoroughly to help soften dirt and make-up. Then she carefully tissues it all off.

She rinses with more soft-smooth Pond's—working the cream over her face with little spiral whirls of her white coated

fingertips. Tissues all off well again. This second creaming-over with Pond's "leaves my face feeling like silk," she says, "and so clean!"

Use your Pond's Cold Cream Nancy Jane's "twice-over" way—every night, every morning and for in-between clean-ups during the day. You'll soon see why it's no accident so many more women and girls prefer Pond's to any other face cream at any price.

Get a big jar today—you'll love the luxury way you can dip into its wide top with both your hands at once! Ask for Pond's Cold Cream at your favorite beauty counter.

A FEW OF THE MANY POND'S SOCIETY BEAUTIES

Mrs. Allan A. Ryan
Lady Stanley of Alderley
Mrs. Geraldine Spreckels
Viscountess Turbat
Mrs. Ernest du Pont, Jr.
Thelma, Lady Furness
Miss Nomi McAdoo



WHEN IT'S AN EXIDE

...YOU START

A good dealer is known by the fine products he sells and the dependable service he renders. Generally both will be found in the establishment of the man who sells brands of KNOWN high quality.

THE ELECTRIC STORAGE BATTERY COMPANY

Philadelphia 22

Exide Batteries of Canada, Limited, Toronto

BUY TO LAST

Exide batteries are the most reliable of all

Exide batteries are the most reliable of all

Jewish New Year CONTINUED



Two Berlin Jews, who managed somehow to save their traditional bowler hats and prayer shawls during the Nazi terror, follow the ancient liturgy with prayer books.



Choir members intone the prayers of Israel. The choir was made up of men over 45 years old as no young singers were left among the congregation's surviving Jews.



Jewish policemen, wearing old military uniforms, attend the Rosh Hashanah service. During Nazi regime no Jews were permitted to serve in the Berlin police force.

try this **NEWER WAY** to take Vitamins...for better results!

Take them in fortified food—the delicious Ovaltine way!

Of course, the whole subject of vitamins is new. We learn more about them every day. And today, millions are learning a new and better way to take their extra vitamins—a more modern, more natural way that can do more good. Discarding earlier methods of taking vitamins alone, they now take them in *fortified food!*

For latest evidence shows that vitamins do not work alone. They work most effectively in combination with certain other food elements—which are absolutely necessary for best results.

This is the reason so many people are changing to Ovaltine. A specially-fortified food, it contains—besides vitamins—near-

ly every precious food element needed for good health. Especially, those elements necessary for vitamin-effectiveness.

For example, Vitamin A and protein are both necessary in cell-building—and they're both in Ovaltine. Vitamin B₁ and fuel-food also act together for vitality—and they're both in Ovaltine. Vitamin D, Calcium and Phosphorus can't work without each other—and you get them all in a glass of Ovaltine made with milk!

So why not turn to Ovaltine? If you eat normal meals, including citrus fruit or tomatoes, two glasses of Ovaltine daily should give you all the extra vitamins and minerals you need for robust health.

3 out of every 4 people should get extra vitamins or minerals—according to Government reports. Reasons include vitamin deficiencies of many modern foods—also loss of vitamin-mineral values due to shipping, storing and cooking.



Read what you get in
**2 GLASSES OF
OVALTINE**

More
VITAMIN A
than 2 servings of
PEAS

More
IRON
than 3 servings of
SPINACH

More
FOOD-ENERGY
than 2 dishes of
ICE CREAM

More
NIACIN
than 5 slices of
ENRICHED BREAD

More
VITAMIN G
than $\frac{3}{4}$ pound of
SIRLOIN STEAK

More
**CALCIUM &
PHOSPHORUS**
than $2\frac{1}{2}$ servings of
AMERICAN CHEESE

More
VITAMIN D
than 10 ounces of
BUTTER

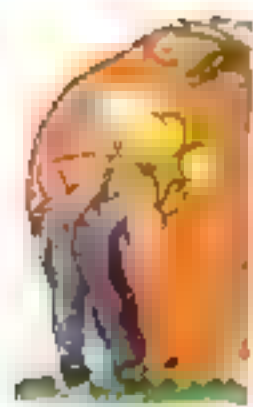
More
PROTEIN
than
3 EGGS

More
VITAMIN B₁
than 3 servings of
OATMEAL



The Legend of the Super Tomato

OR WHY CITY FOLKS LIKE OUR COUNTRY-STYLE CATSUP



Once upon a time Farmer Snider spent so much time fussing around his tomato patch that Grandma Snider said it was a wonder he didn't turn into a tomato himself. He was always trying this kind of seed—and that kind of seed—and the way he petted and pampered the best young tomato plants was really a caution.

Then one day—it happened!

Farmer Snider walked into Grandma Snider's kitchen with the biggest, reddest, ripest, juiciest tomato you ever saw!



"At last," said Farmer Snider, "the Super Tomato! And I can grow all you want of 'em."

"Wonderful!" said Grandma Snider. "Just what I've been waiting for."

So she put on her apron... shooed Little Sue out of the kitchen... got out her old country kitchen recipe... and made a big batch of real country-style catsup spiced just so with her own secret spices. And what a catsup! Not too sweet, not too tart, smooth as silk! Even Grandpa and Old Salt Snider said it beat the ordinary kind

all hollow—and you know how fussy men-folks are about catsup!



One person told another,

and first thing you know, Snider's Catsup was famous. Of course, eventually, it outgrew Grandma Snider's kitchen, but it's still made with real country kitchen care, and real Super Tomatoes! Naturally, these days, lots of Snider's Catsup has gone to war—but when you do get a bottle, you get just about the best there is! It really tastes like home!



The Snider Folks

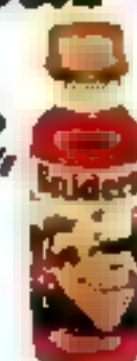
Copyright 1945 by General Foods Corp.



*Besides Snider's Catsup...*there's a whole line of delicious Snider vegetables and fruits in can and jar... and there's



Snider's Chili Sauce, the real Old Fashioned kind... Snider's Cocktail Sauce, so spicy and tangy....with that Special Snider Flavor



If the Snider Folks put it up... it tastes like home



RALPH AND BAMBI LINN WALK ACROSS BROOKLYN BRIDGE. BEHIND THEM IN MANHATTAN ARE WOOLWORTH BUILDING (LEFT) AND MUNICIPAL BUILDING (RIGHT)

BAMBI LINN OF BROOKLYN DANCES ON BROADWAY

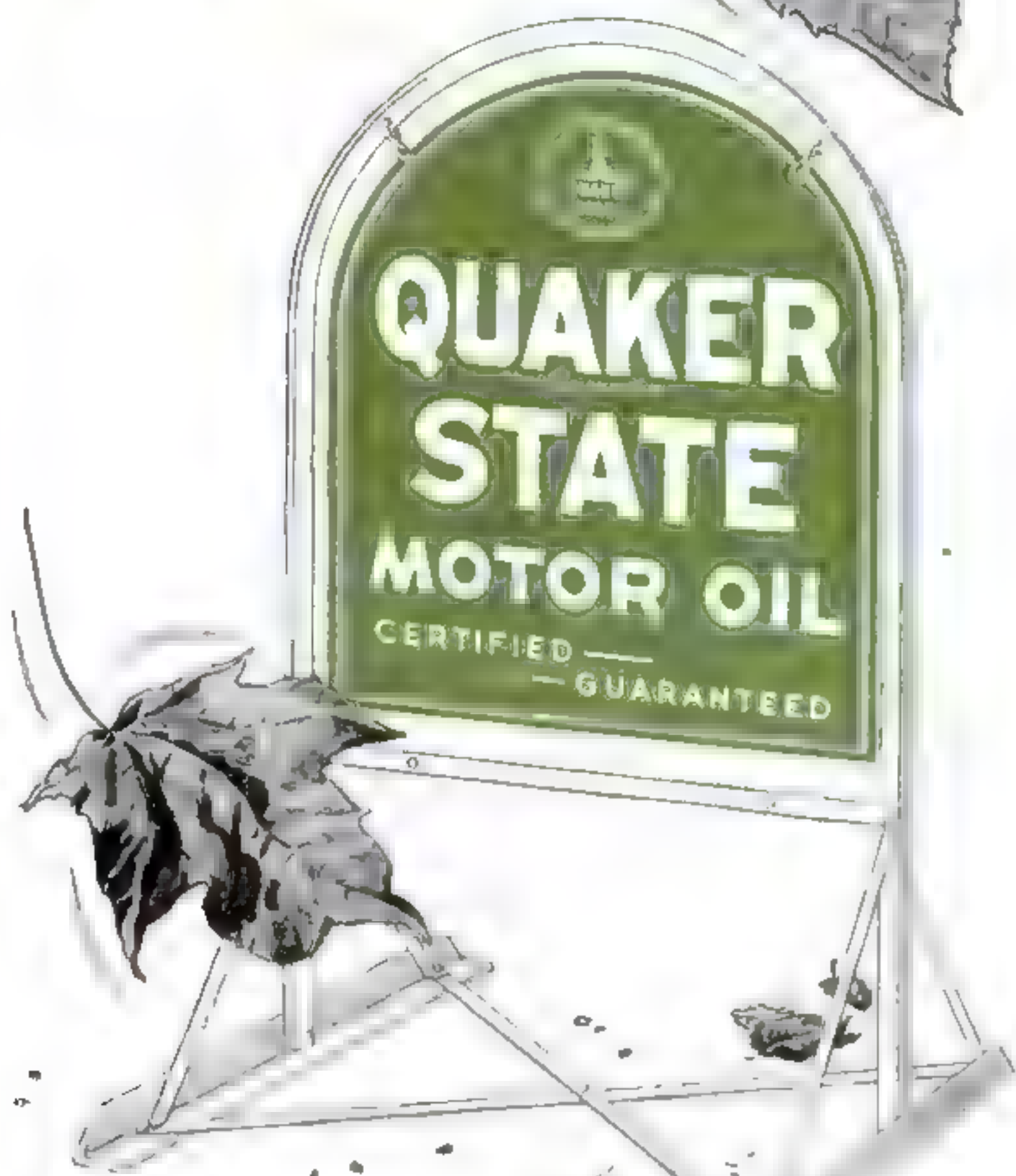
One of the brightest spots in *Carousel*, the Broadway musical show, is the dancing of 18-year-old Bambi Linn, who is called upon to express in ballet the poignancy of a girl shunned by other children because of her father's sins. For her performance in *Carousel* Bambi Linn was recently voted the best girl dancer on Broadway in a poll taken by the theater weekly, *The Billboard*, among 2,000 performers, stagehands, critics, producers and technicians. This very much

pleased Bambi's parents, who felt it helped justify the name they gave her. She was called Bambi not after the fawn of Salten's novel and Disney's cartoon but after the heroine of a long forgotten novel who was a career woman. Bambi's parents, whose name is Linnemeier, wanted their daughter to be a career woman, too, so they named her after the heroine.

Bambi started on her career when she was 7 by studying ballet. Two years ago her teacher, Agnes de

Mille, gave her a part in *Oklahoma!*, then moved her on to a bigger role in *Carousel*. Dancing with Bambi in that show is her brother Ralph, 16. Ralph did not like dancing when he was talked into studying it five years ago, but he has changed since. On pleasant days Ralph and Bambi take walks across Brooklyn Bridge (above) between Manhattan and Brooklyn, where they live in a brownstone house, help their father, an accountant, raise tomatoes in the backyard.

Signs of Autumn



Member Pennsylvania Grade
Crude Oil Association

—worth
looking
for!

In this season of change,
be wise—change to
Quaker State Winter Grade
Motor Oil!

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

Bambi Linn CONTINUED



BAMBI AND RALPH LINN HAVE KEPT IN CONDITION FOR ARDUOUS WORK
IN "CAROUSEL" BALLET, BAMBI (ON FLOOR) AND RALPH (THIRD LEFT)





IN "CAROUSEL" BY LEAPING ACROSS THE SAND DUNES AT LONG BEACH
PLAY RUDE KIDS WHO ARE SNUBBED BY PROPERLY BEHAVED CHILDREN



PIPE TYPES by *vip*



THE BORROWER. Considered by many as Pipe Nuisance No. 1. He always leaves his tobacco at home, digs into your pouch, and then complains about the brand! If he'd switch to Briggs he'd never fail to take along this wonderfully satisfying, mellow smoke.



THE EXPERT. He's a one-man encyclopedia of pipe and tobacco information. Can deliver a two-hour lecture on "Why Every Man Should Smoke Briggs". Our condensed version: Briggs is aged in oaken casks for YEARS—extra aged for extra flavor. Try Briggs!

BRIGGS

A LUXURY TOBACCO
AT A POPULAR PRICE



PRODUCT OF
F. LORELLARD
CO.

CASK-MELLOWED EXTRA LONG FOR EXTRA FLAVOR





SUPPLIES ARE UNLOADED from U.S. landing ship docked at Woodlark Island after U. S. Army troops made a surprise landing there June 30, 1943. Supply ships were constantly

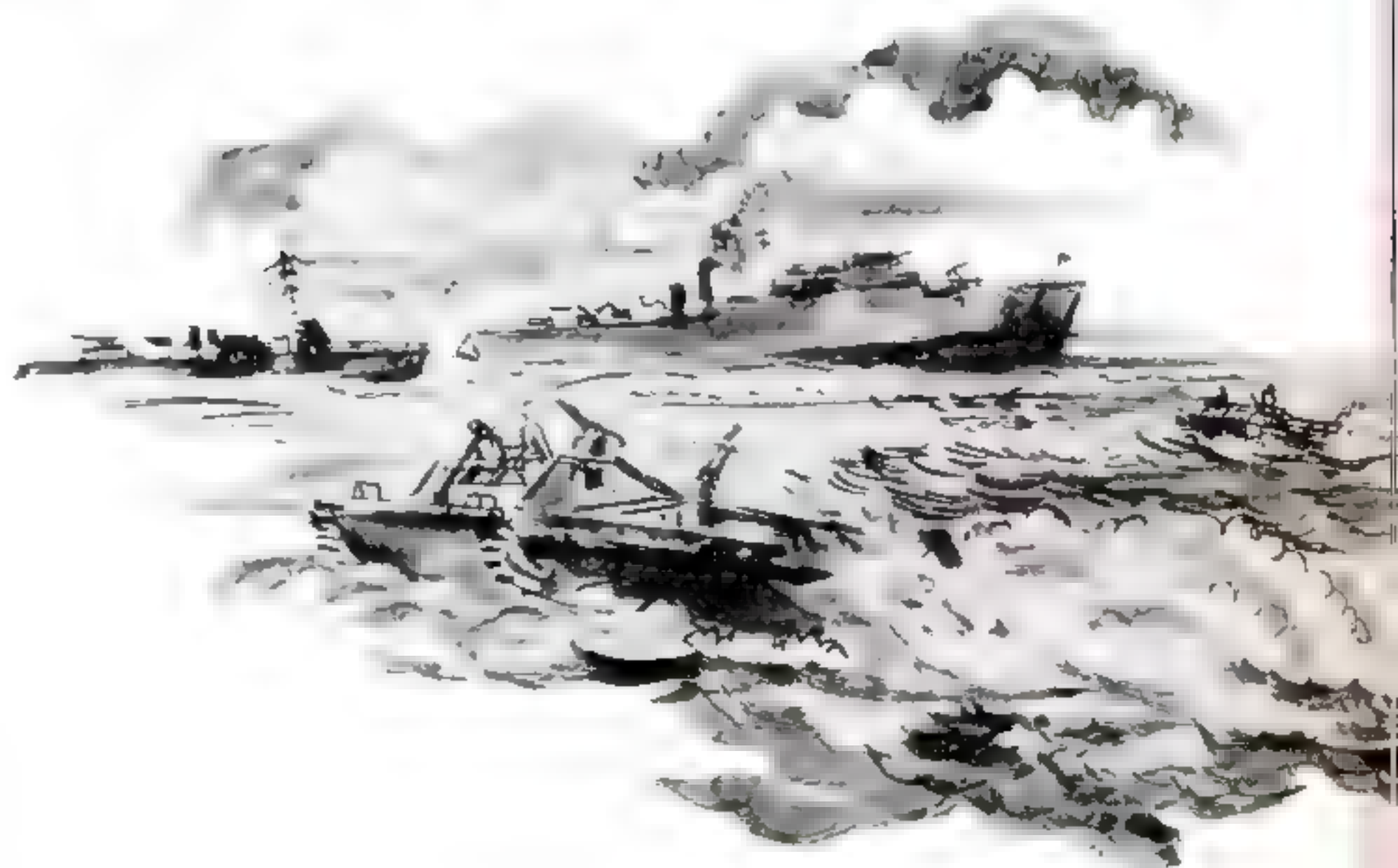
under enemy fire. LIFE War Artist David Fredenthal, who painted this and the other pictures on these two pages, sketched this at night, came back to the U. S., and translated it into color.

THE PACIFIC WAR

AMERICAN ARTISTS RECORD THE BATTLES ACROSS THE BIG OCEAN

American fighting men, who have arrived at last at their goal on the far western side of the Pacific, have a chance now to look back at the way they came. They can allow themselves the luxury of remembering the battles they have been through and trying to picture the strange and terrible places they had passed through on the long move across the huge ocean. On these 13 pages LIFE recalls, through the vivid paintings of ten American artists, some of the high moments of the war in the Pacific. Many of the paintings presented here are by LIFE war artists and a number were on display in a recent exhibit, "The War Against Japan," held at New York's Metropolitan Museum of Art.

The U. S. offensive in the Pacific was a land battle fought across a great expanse of water. For the U. S. the beginning was on a piddling scale. At Guadalcanal, in August 1942, the Navy could only send some 50 warships to land and support 20,000 marines. Army troops aboard their transports going in for invasion of Kiriwina (*opposite page*) had 98 ships supporting them. At Kiska (*right*) in the Aleutians, in August of 1943, the Navy support had grown to 135 ships. At Hollandia, in April 1944, the Navy brought up 200 ships and landed 23,000 men. More than 600 ships unloaded at Saipan. For the Leyte landings the invasion fleet grew to nearly 700, and at Okinawa, to 1,400. By V-J Day U. S. Navy strength had even more greatly multiplied for the final assault. But the ultimate display of this terrifying naval power turned out to be only a pageant, a side show to the surrender in Tokyo Bay.





CREWMEN DASH FOR COVER AS BLAZING JAP SUICIDE BOMBER, IN THIS PAINTING BY NAVY LIEUT. DWIGHT SHEPLER, JUST MISSES CRASHING INTO PLANE-

KAMIKAZE

Near the end of the war, the only weapons the Japs could use against the U.S. were the weapons of desperation. But even their Kamikaze, the nobly named "Divine Wind" Corps, failed them. Japanese suicide planes appeared in considerable numbers for the first time at Leyte and the accompanying sea battles.



PACKED FLIGHT DECK OF CARRIER "HORNET" WHERE FRESHLY FUELED PLANES ARE READY TO TAKE OFF. KAMIKAZE FELL HARMLESSLY INTO THE PACIFIC

where they unsuccessfully attempted to prevent the destruction of the Jap fleet by the U. S. Navy. At Okinawa their attacks were unbelievably fanatical. There kamikazes sank or damaged at least one-third of the light units guarding the U. S. fleet and, penetrating the Navy's inner defense, scattered their flaming

fuselages over bigger ships. They damaged 13 carriers. By the end of the war, however, kamikazes had yet to sink a single major unit of the U. S. fleet. But as they awaited the American invasion of their homeland, the Japs were planning to turn into one vast Divine Wind Corps their entire airforce of 9,000 planes.



ORGY OF BURNING JAP PLANES AND EXPLODING U.S. ANTIAIRCRAFT MARKS NIGHT BATTLES OFF SAIPAN, WHERE U.S. BROKE BACK OF JAP NAVAL AIR FORCE

NIGHT ACTION

At night the Pacific was a place of dark uncertainty and of blazing fear. Here depicted by Commander Edward Orizware, USNR. As the Japs attacked, American night pilots,

guided by radar, probed the dark skies to stop them. On the carriers the anti-aircraft lit up the skies. Then, battle over, the hazardous job of getting the fliers back began.

FLUORESCENT WANDS IN HANDS OF LANDING SIGNAL OFFICER ON A U.S. CARRIER GUIDE RETURNING NIGHT-FIGHTER PILOT TO DECK, DEFINED BY RED LIGHTS





IN "JUNGLE" PAINTED BY CAPTAIN GEORGE HARDING, USMC, A U. S. PATROL PUSHES THROUGH THE VIOLENT FOLIAGE TO BURN JAP SQUAD OUT OF A GUAM CAVE

JUNGLE

For three years, the Americans, whose knowledge of jungles had come mainly from the movies, learned about the real jungles of the Pacific islands. They received their first lessons on Guadalcanal. Here the

jungle was a place of lush Pandanus and vlang-vlang trees, of lovely wild birds and gibboning monkeys. But it was also, here and all the way to Guam and the Philippines, a place of sinister and silent death.

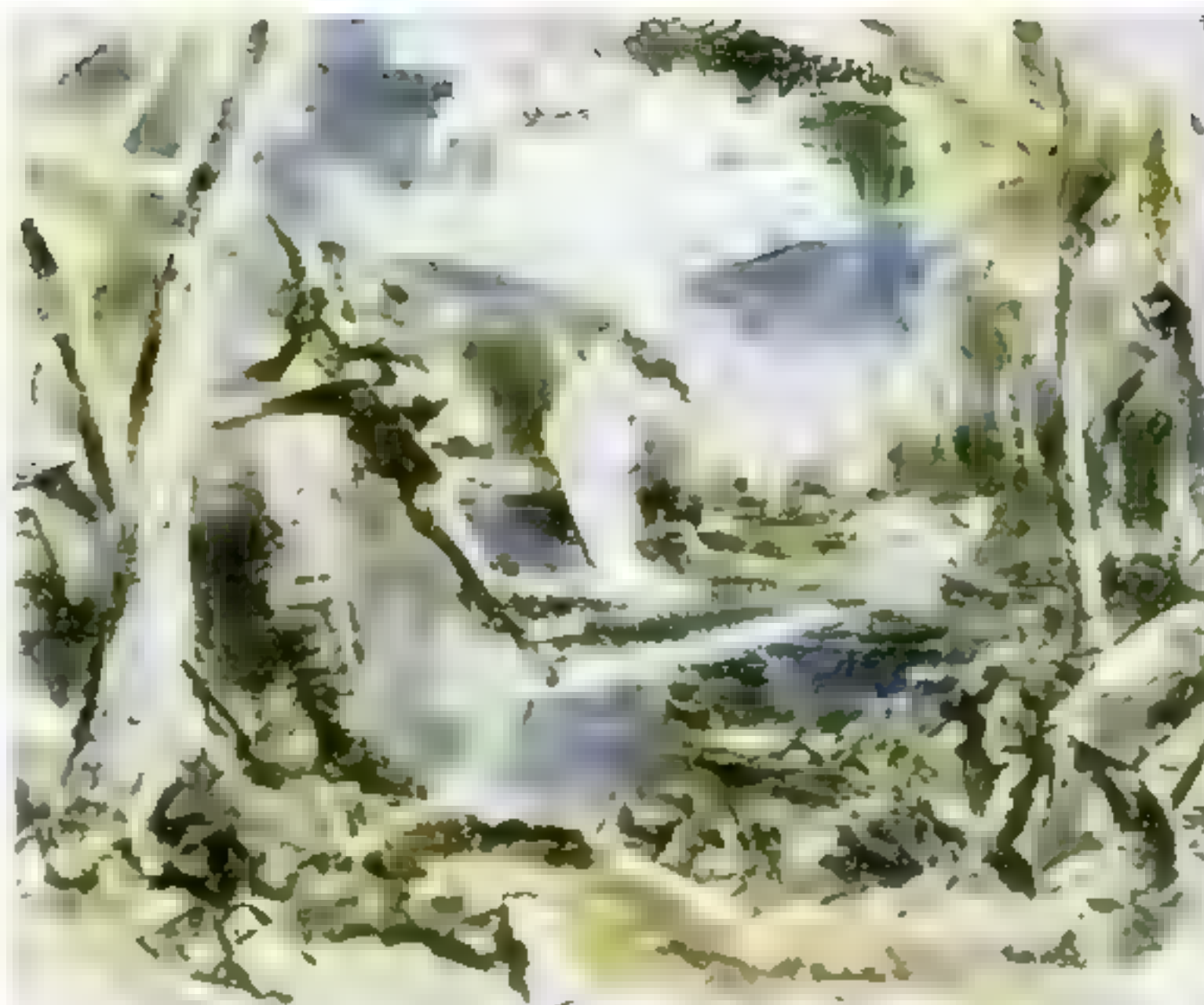
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THE START BACK

There was, at first, nothing to stop the Japs. They stormed through Guam, Manila, Wake, Hong Kong, Sumatra, Borneo, Java, Celebes, Burma, the Philippines, almost to Australia. The bulk of the U. S. fleet was crippled and no potent American Army was in the Pacific. For most purposes the U. S. Pacific force was shattered and the Japanese began to sweep up the splinters.

It was five months before the Japs were checked. In May 1942 a force of U.S. carriers in the Coral Sea fought off a Jap carrier fleet headed for Australia. The following month a large segment of the Jap fleet was mauled off Midway Island. By Aug. 7 the Allies had managed to assemble a force large enough to strike back. Guadalcanal, Japan's main base in the southern Solomons, was retaken after 155 days and nights of terrible fighting.

From Guadalcanal and the Solomons, the Americans started back on the longest overwater military advance in history. The first steppingstones were islands with rarely heard names like New Britain and Bougainville. The ships pushed through dangerous waters that were still not completely charted and soldiers through places where white men had never before walked.



ON ARAWE BEACHHEAD, New Britain, Jap planes attack MacArthur's troops after the Americans made surprise landing Dec. 15, 1943. This painting is by Army Captain Burt Miller.



ON HOLLANDIA AIRDROME, Dutch New Guinea, Americans advance into enemy fire between remains of wrecked Japanese plane (left) and American bomber. This was painted

by Army Captain Frederic Vidar shortly after invasion in April 1944. By time Hollandia was reached the Americans had become masters of the modern art of amphibious warfare.



ON CAPE GLOUCESTER, New Britain, Americans bivouac amid Jap wreckage and corpses after December 1943 invasion. Airdrome, painted by Frederic Yular, was used to attack Jap supply lines.



JAP PRISONERS, in another Yular painting, are guarded by Americans (right) on a Jap barge in a lake near Hollandia. Indeed, shells are still floating



ON THE BEACH AT RENDOVA, in the central Solomons, soldiers use wrecked Jap landing barges as bath houses while they swim. The Jap transport *Amagata Maru*, named

after a large river located near Tokyo, was run aground during the invasion of New Guinea. It was burned by American planes and ships. This painting is by Frederic Yular.



THE INVASION OF LEYTE ON OCT. 20, 1944 OPENED THE PHILIPPINES CAMPAIGN. HERE "LIFE" ARTIST PAUL SAMPLE PICTURES D-DAY PLUS 1 ON "RED BEACH" NEAR

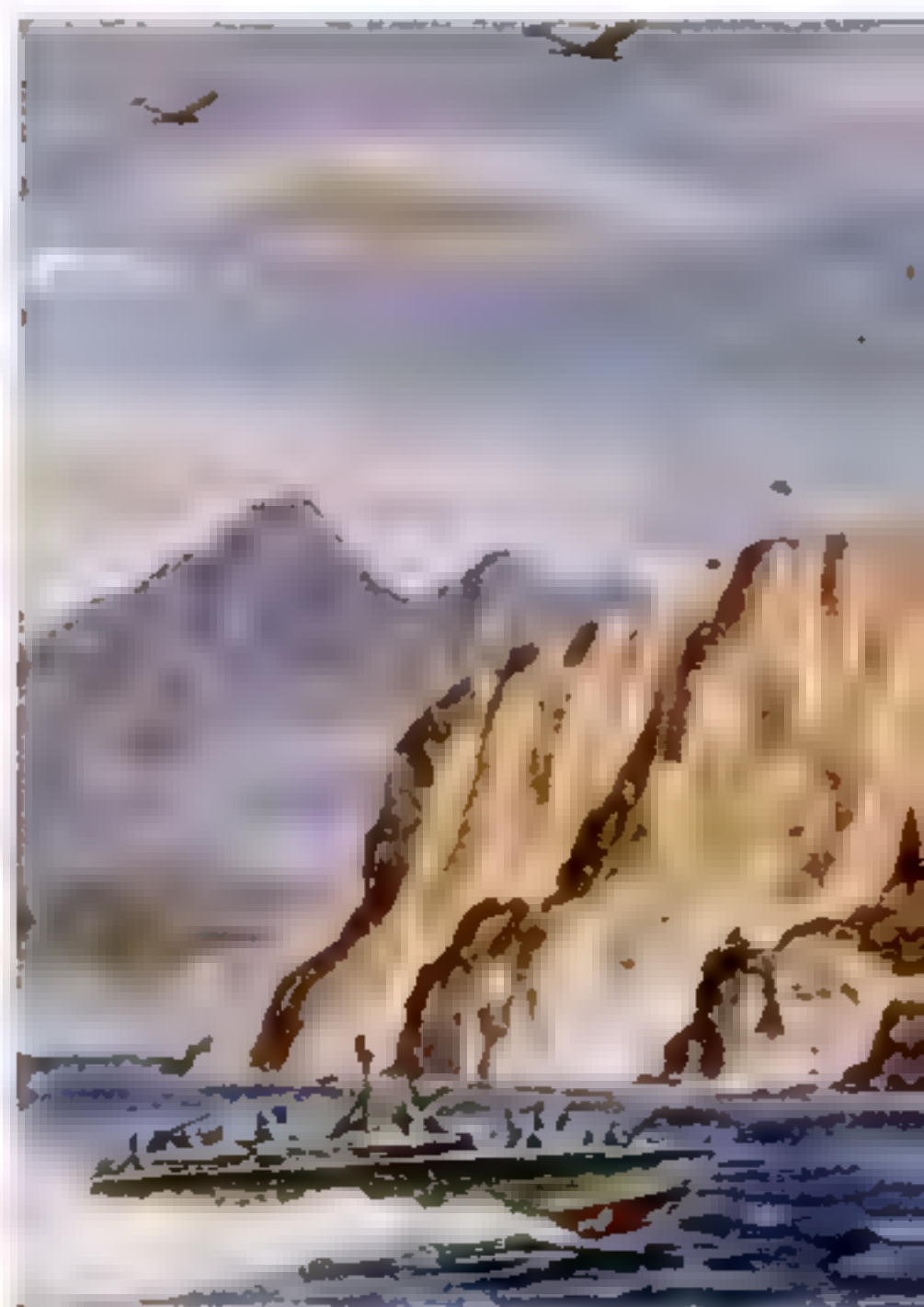
PHILIPPINES

To the U.S., Bataan and the loss of the Philippines had been a symbol of its shame and part and of Japanese cruelty and ruthlessness. When the Americans came back in October 1944 with blood in their



SANTO TOMAS UNIVERSITY in Manila is blasted by Jap artillery. Explosions drive American soldiers back to lobby

of main entrance where dead American soldiers are stretched out on litters. Painting is by Lieut. Edward Miller, USNR



CORREGIDOR INVASION Feb. 16, 1945 was a spectacular operation. Paratroopers were dropped on

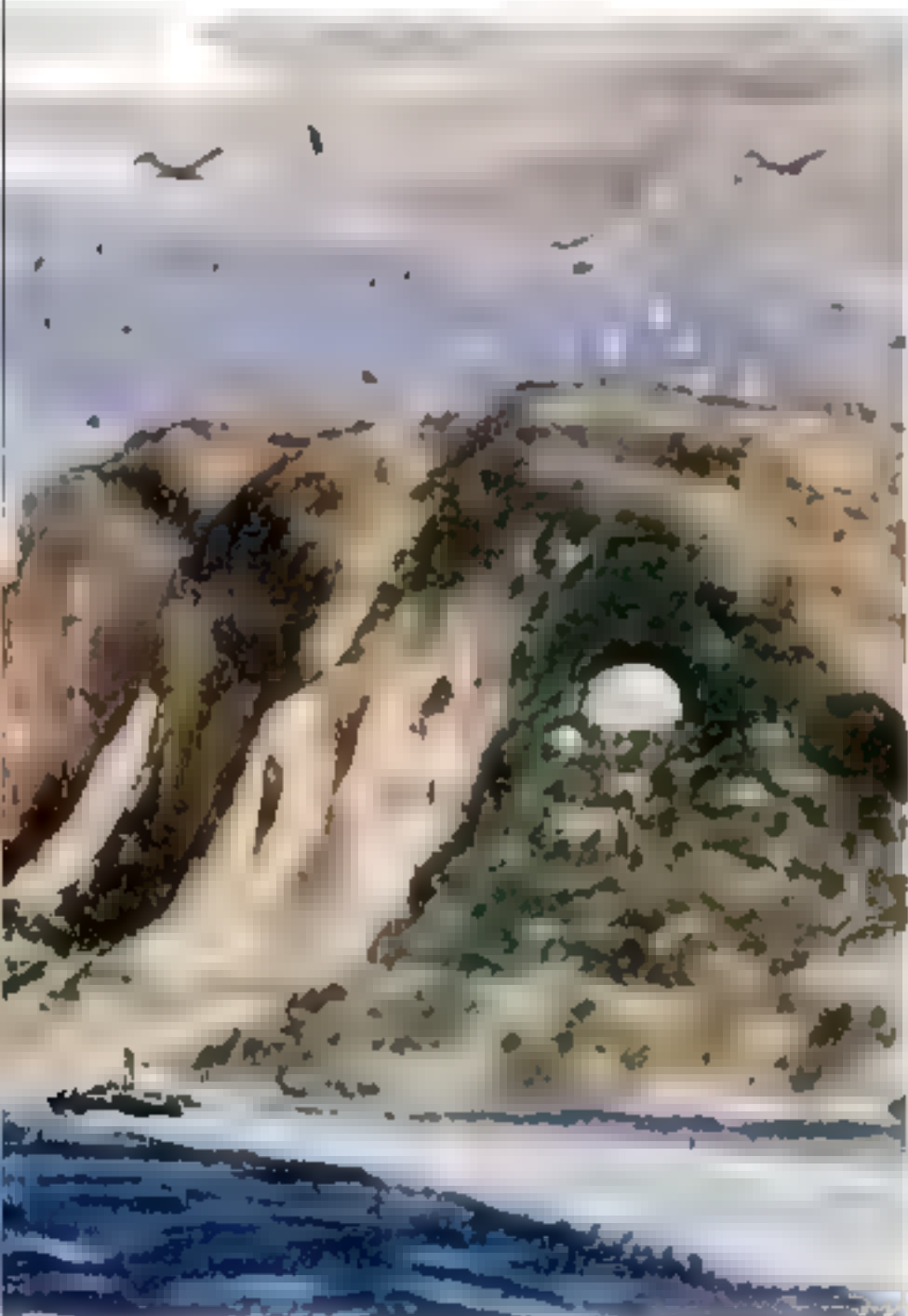


TACLOBAN, ONE OF TWO MAIN INVASION BEACHES. AN LSM UNLOADS SUPPLIES AS OTHER CRAFT LAY DOWN SMOKE SCREEN TO PROTECT SHIPS LYING OFFSHORE

eyes the Japs made a desperate stand. They unleashed swarms of *kamikaze* planes. They threw three naval forces at the invasion. The most violent naval battle of the war was fought in the typhoon-swept waters

of Leyte Gulf. After three days, the Jap fleets were destroyed and the Jap navy was smashed. Leyte was won by Christmas. Two months later Manila was liberated. By April all the Philippines were occupied.

To most Americans, however, the real victories came when, from the prison camps where they were barely able to keep alive, thousands of sick, emaciated but still brave Americans were liberated by the U. S. Army.



plateau while PT boats picked up men who missed. Lieut. Dwight Shepler, USNR, painted this action.



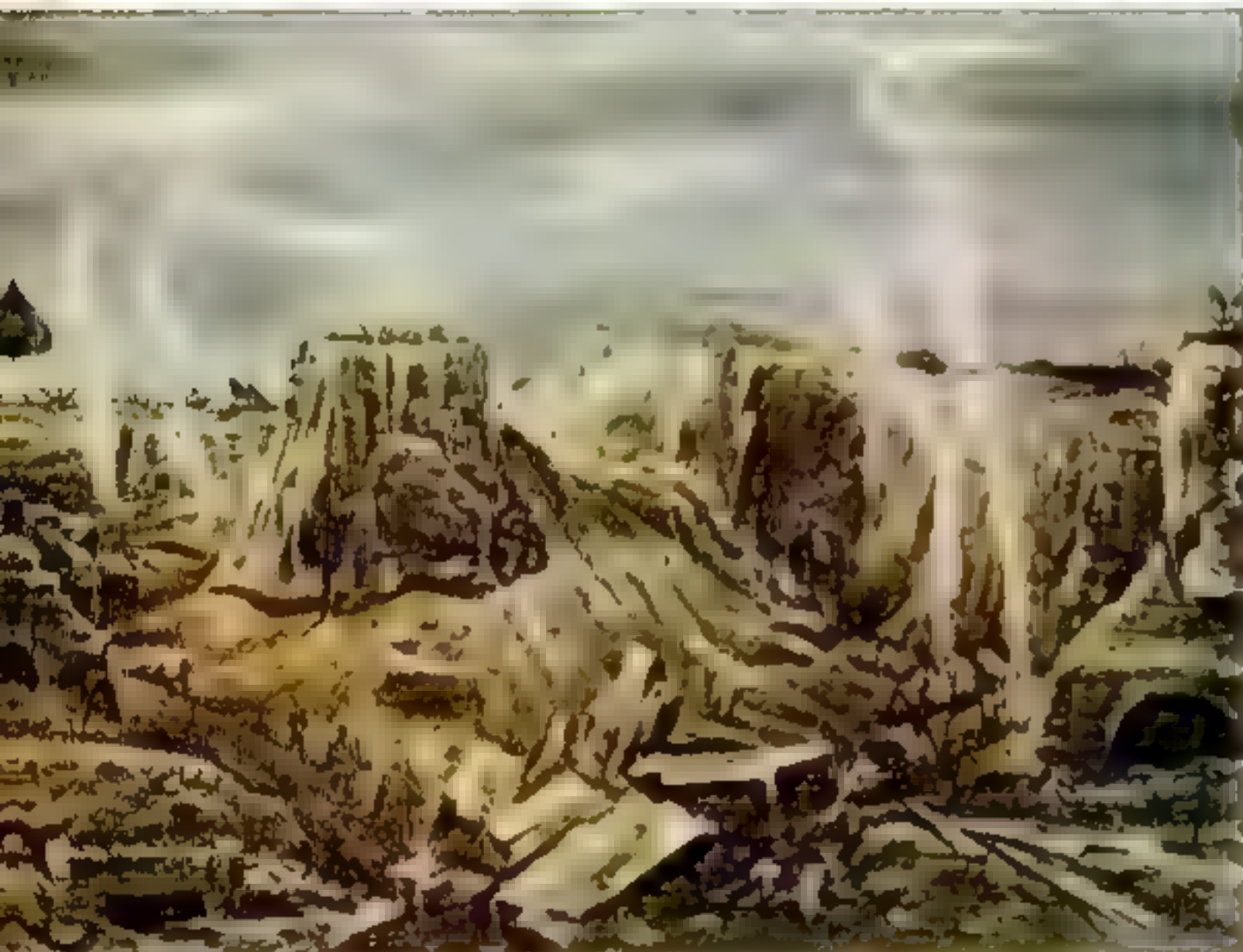
BILIBID PRISON, home of 1,103 Allied soldiers and civilians during Jap occupation of Manila, was liberated on Feb. 6, while

flames roared around the confine. Artist Millman shows a liberated soldier standing over grave of a friend who died in prison.

ENEMY COUNTRY



MOUNT SURIBACHI, at southern end of Iwo, loomed over beach where marines landed on Feb. 19. The volcano itself was attacked for five days before marines won it.



IN RAVINES AND GULLIES in northern Iwo Japs made last stand. The island's cover defenses were supplemented by great concrete caverns built into volcanic rock.



WRECKED JAP SHIP, victim of heaviest bombardment given any island until then, is one of many which clutter Iwo's eastern shore. Craft resembles American LST.



NORTHERN OKINAWA'S terraced paddies, pine-covered hills, well-kept farms were preview for Americans of what Japan looked like. In this painting, Navy Lieut. Mitchell Jamieson, who also did

The last two big invasions were Iwo and Okinawa. Iwo was attacked in February 1944 and marines were still burning out last Japs in April when Okinawa was attacked. On both islands the Americans found the

enemy sadder but much wiser. Their defense was cunning and murderous. On Iwo's ugly, ash-covered, sulphur-steaming shell and on Okinawa's lush, cultivated farmlands and forested hills they burrowed under-

ground in caves, caverns and burial tombs. Americans had to burn them out or seal them in. But on Okinawa, the last step before the invasion of Japan, Japs for the first time surrendered in sizable numbers.



the paintings of Iwo (left), shows marine patrol skirting Nago-wan, a bay in northwest Okinawa. Four Army and Marine divisions made unopposed landing April 1. Marines moved north

to flush out few Japs there. Army troops turned south, met bulk of Jap defenders, who holed up in caves and burial tombs. In the jagged hills and ridges the enemy fought to the death.

CONTINUED ON NEXT PAGE



"DEAD JAP" was sketched by Fred Velar shortly after the Jap was killed. This soldier fought until his ammunition was spent, then died in a *banzai* charge. Americans discovered

the Jap soldier was an excellent fighter. One Jap was captured by the Emperor. More and more of our prisoners of Jap soldiers let most of the prisoners back to capture.



Richard Crooks, golden-voiced tenor, sings the heart-warming melodies that all America loves...in RCA VICTOR'S STEPHEN FOSTER ALBUM

OTHER GREAT NEW RCA VICTOR RECORDINGS



William Kapell, pianist, plays Rachmaninoff's *Prelude in C-Sharp Minor* and *Three Shostakovich Preludes*. 11-8824, \$1.00.



Eleanor Steber, soprano, sings two arias from "The Marriage of Figaro" *Porgi Amor* and *Dove Sono*. Record 11-8870, \$1.00

ALL PRICES ARE SUGGESTED RETAIL PRICES. EXCLUSIVE OF TAXES

• These are the melodies that came from America's heart... the songs of Stephen Foster, who has so perfectly expressed the spirit of our land.

Now, in a typically American RCA Victor album, Richard Crooks sings ten beloved Foster songs... sings them as you love them, with all the warmth and sincerity that have made Crooks a favorite of millions.

For Crooks was born in America and trained here. You'll know that

when you hear how completely he captures the sweet nostalgia of *My Old Kentucky Home*... the soft, haunting beauty of *Old Black Joe*... the rollicking fun of *Oh! Susanna*... and the deeply human appeal of the other grand Foster melodies.

This is an RCA Victor album to treasure—both for Foster's immortal music and for Crooks' glorious tenor.

Radio Corporation of America
RCA Victor Division, Camden, N. J.

Listen to The RCA Show Sundays at 4.30 p.m., EWT, over NBC. Buy More War Bonds

THE WORLD'S GREATEST ARTISTS ARE ON



RCA VICTOR RED SEAL RECORDS



The album includes:

I Dream of Jeannie, *My Old Kentucky Home*, *Beautiful Dreamer*, *Come Where My Love Lies Dreaming*, *Massa's in de Cold, Cold Ground*, *Ain't May the Red Rose Live Always*, *Old Folks at Home (Swanee River)*, *Oh! Susanna*, *De Camptown Races*, *Old Black Joe*.
RCA Victor Album M-354, \$4.25.

1946 FORD



with many advancements —now in production!

**More advances than offered in many
pre-war yearly models! . . . Massive, rich new styling.**

New power and economy. New comfort, safety.

This 1946 Ford shows a thorough newness.

Everywhere you look there are advancements. And deep-down inside, some very vital changes that have been four years in the making.

It's the smartest looking Ford in history. And under its trim, broad hood, there's more lively power than ever before. Longer life—greatly improved economy in both oil and gasoline.

Swing open the wide doors, and colorful new fabrics and plastics invite you to relax in luxury. Plenty of elbow-room, knee-room, head-room.

Multi-leaf springs of a new design will assure you a full-cushioned, level ride.

For increased safety, hydraulic brakes are extra-large and self-centering—soft yet positive in action. Less toe pressure gives quicker, smoother, sound-proofed stops.

This youthful new Ford gives you *more* on every count.

Today, these cars are rolling off the production lines in limited numbers. Next month and the month after there'll be more new Ford cars available . . . and still more in 1946.

So hold to your plan—don't settle for less. There is a Ford in your future.

FORD MOTOR COMPANY

SOME HIGHLIGHT SURPRISES IN THE NEW FORD . . .

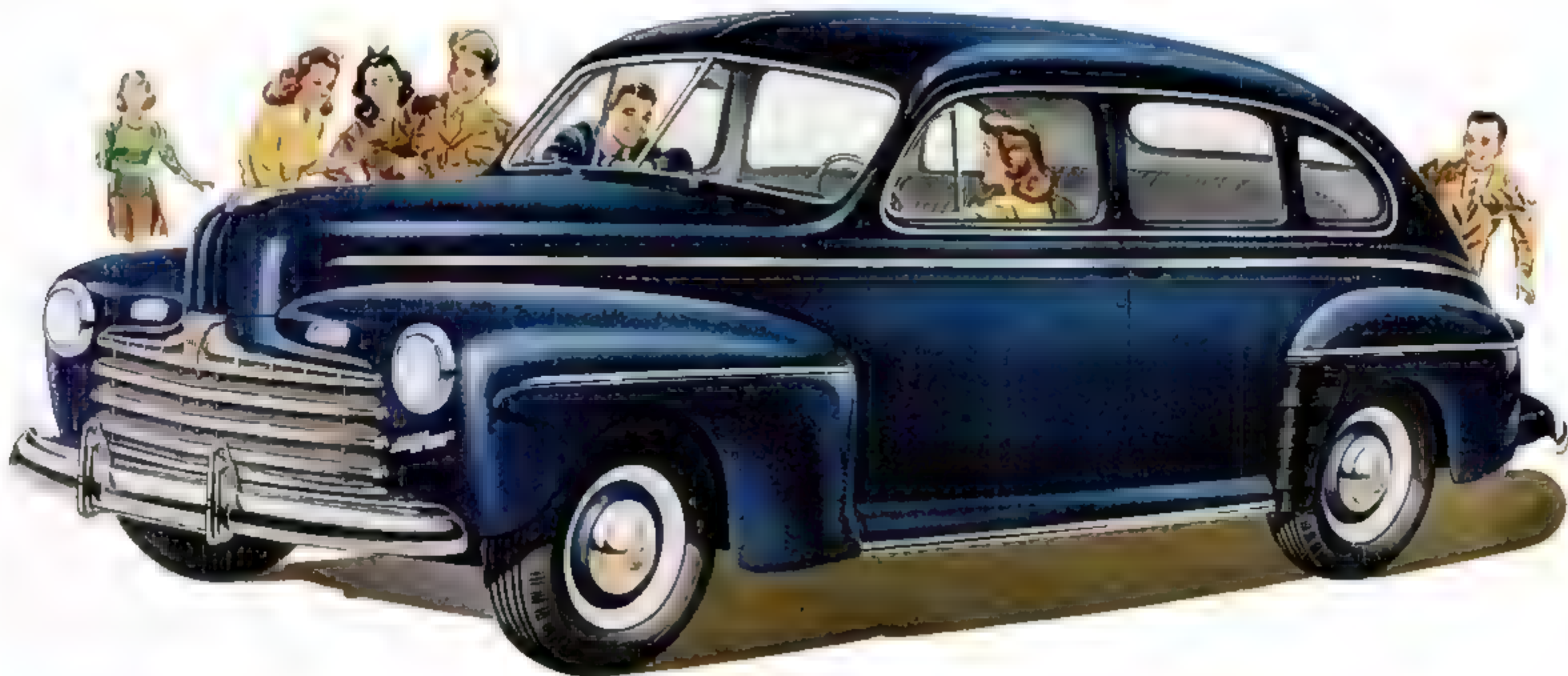
More streamlined than ever, with a wider hood and massive, bright, horizontal grilles. A real beauty!

Select your power! Two great engines: the new 100 horsepower V-8, the most efficient ever used in a Ford car—and the lively, improved 90 horsepower Six . . . and new "alvaloy" bearings that last up to three times as long.

Two-tone interiors. Colorful, new fabrics, rich plastics, simulated leather trim. **New springing.** Thinner leaves—and more of them—are used in these long, slow-action springs. They keep you *on the level*—assure a real luxury ride.

New extra-big brakes. They could stop a car twice the weight. These self-centering hydraulics give smooth, quiet stops with less pedal pressure.

Bigger savings on gas and oil. Four rings on each piston. Specially hardened inserts on both intake and exhaust valves. Dual automatic spark control suits the spark to the load—lets you burn standard grades of gas efficiently.



There's a Ford in your future!

Roblee

SHOES FOR MEN

Roblees are priced
\$6.00 to \$8.95



ROBLEE
TOWN BROGUES
Rugged and Comfortable
Bootmaker Hand Finished

ROBLEE DIVISION
BROWN SHOE COMPANY, ST. LOUIS



PRISONERS OF "BABY LAGER," WEARING AMERICAN GI UNIFORMS, GATHER BEFORE THEIR NEAT TENT CAMP. THEY MUST KEEP OUT OF TENTS UNTIL 5 P.M.

EDUCATING HITLER YOUTH

YOUNG GERMAN PRISONERS OF WAR, AGE 12 TO 17, ARE TAUGHT DEMOCRACY BY THE AMERICANS

In a camp at Attichy, near Compiègne in France, the American Army has been undertaking to re-educate the great problem children of Europe, the Hitler Youth. In the last months of the war the Americans captured thousands of young soldiers, age 12 to 17, who had learned everything they knew under Hitlerism. A U. S. Army unit, commanded by Major William McGrath, separated these beardless boys from the older prisoners of war and set them to learning the first principles of democracy as part of their general schooling. First pictures of the "Baby Lager" (prison camp), as its inmates call it, are shown on these pages.

Most of the 7,000 boys are German, but there are handfuls of Sudeten Germans, Austrians, Latvians, Czechs, Hungarians, Poles, Lithuanians, Yugoslavs, Rumanians, Russians, even one Dutch boy—one Brazilian. Half the boys study

trades, a third commercial courses, a fifth farming. They take compulsory courses in arithmetic, biology, English, American history, geography (for the most popular subject), German reading and writing, music, religion and sports. Elective and advanced subjects are algebra, chemistry, Greek, Latin, philosophy, geometry, French, Russian, Spanish, advanced English, the history of literature, drawing, stenography and shorthand. Their teachers are 144 carefully screened non-Nazi prisoners of war, for Allied policy in central Europe is to let the enemy work out his own re-education as much as possible. Each boy studies three days a week (at least 16 hours) and works three days a week. Their guards are unarmed. The boys do not salute—they tip their caps. The bugler, instead of blowing taps, plays Brahms's *Lullaby*. Band music is prohibited in favor of orchestral concerts.



Christian Lehnen, 17, was in the German air force for two months as a *Luftwaffenhelfer*, engaged in elementary ground-crew work. His home is the town of Göttingen.



Johann Ihnen, 16, from Ardeff in East Friesland, fought for four months in an anti-aircraft unit during the last climactic period of the Allied bombing of Germany.



Gunther Schaefer, 17, from Jeseritz, fought for three months with a tank unit as a "pioneer," charged with such work as clearing obstacles from the tank's path.



American history, the most important subject taught, is given by a prisoner of war identified on sign as "Mr. Boardman." The American supervisor gives him a weekly mimeographed syllabus

culled from Charles Beard's *The Republic*, writings of Abraham Lincoln, the American Constitution, *New York Times* and *Continental Pioneer*, *History of the U.S.* and *Chronicle of the United Nations*.



Wilhelm Kroll, 17, who has the hopeful beginnings of a beard, was for two months a member of the Luftwaffe ground crew force. He comes from Soest in Westphalia.



Theo Keim, 16, from ancient Gotha in Thuringia, was for three months part of last hopeless fight of German anti-aircraft forces, blasted and overrun by American Army.



Helmuth Goettel, 15, of Hoesberg near Homburg, like most other German boys taken by Americans, was a member of the anti-aircraft forces. He served for two months.

AFTER FOUR MONTHS OF RE-EDUCATION, GERMAN BOYS ARE DUBIOUS ABOUT HITLER

The boys of Enclosure 15 inherited from their Hitler Youth days an extraordinary degree of discipline. In the last days of the war, those who were the equivalent of American high-school seniors were taken into the army and the two classes below them were taken into the anti-aircraft defenses. Since 1943 they have had no schooling. The Americans have tried, in this brief four-month semester between war and peace, to discredit their exaggerated Nazi admiration for nation, army and race, their faith in force and their abasement as subjects under tyranny. Instead, they have been invited to the window of the whole wide world, where all are equal in freedom to look for the truth.

The cost of the program has been small: one piano, four violins and six footballs. Other favorite pastimes are newspapers, handball and a card game Skat. The YMCA and Red Cross have contributed 485 books. The favorite is a love story, Boerner's *Ursula*; next come cowboy and Indian stories; then more love stories.

Meals at the Baby Lager consist of a breakfast of oatmeal, a lunch of biscuits, cheese and hash and a supper of vegetable soup, plus a daily third of a loaf of bread. The boys are always hungry. Their class marks are extremely good: 90% get passing grades, of whom 30% get excellent and good.

Democracy has already paid off in some ways. The

boys have heard for the first time some of the works of the Jewish composer Mendelssohn, banned in Nazi Germany. They were allowed to vote on whether they wanted to make English compulsory and voted two-thirds Yes. They are learning about democratic jury procedure. They are fascinated by a bulletin board plastered with pictures from *Yank* and *LIFE*, including things American from Truman to crazy hats, the Roxbury Latin School, Yankee farmers. In a monthly questionnaire, whose answers may well have been weighted by a normal schoolboy desire to please teacher, they voted Hitler "the greatest tyrant in history," but split evenly on describing him as "an insane criminal."



Favorite game is *Schinkenschlagen* (spanking), in which the one who is "it" must guess who spanked him. Boy at right will pretend that he did it. If detected, the spanker becomes "it."



Singing is taught outdoors by German prisoner of war, Captain Kimmich. The boys are here learning the Bach aria, *Dona Nobis Pacem* (God give us peace) from the *Mass in B Minor*.

How do you look to a Hero?



Like a Rhinoceros?... Thick-Skin doesn't need any little hints about meeting veterans. Not him, he Knows How To Handle Men. Forget about vets needing rest before they go back to work, he says. Just yell, "What's wrong with you, Soldier? Get up! Get to work! Be a man!" A few hours in a foxhole would be so good for the Rhinoceros.



...a Lion? Most civilians are pretty modest about what they've done. But not the Lion. He practically won the war with his Victory Garden alone. And the bonds he bought...! Veterans begin to wonder if maybe draft dodgers didn't have the right idea.



...a Ferret? She'll get The Details if it kills her... or the officer. And the gorier the details, the better. Doctors may spend months helping a soldier forget a bad battle experience. The Ferret can bring it all back in minutes.



...a Fox? Veterans want to feel proud of the people they fought for. But it's hard to be proud of the Fox. He's done pretty well in this war and he doesn't mind telling you about it. "Know those lots I bought in 1937? Well..." Veterans who saw land traded for lives don't enjoy this kind of talk.



...a Crocodile? Her tears flow like wine when she sees a wounded service man. And her sympathy flows over him like carbolic acid. She turns a high-powered spotlight on a veteran's disability. No better morale-wrecker exists.



Or Star-spangled Citizens! They see the returned veteran as an able, capable citizen. They're proud of him, anxious to help. They weep no tears over him, ask no questions, listen when he talks—they make him think, "Boy! What a wonderful country!" Most of us are like them... let's help the rest to be like them too!

Prepared by the War Advertising Council, Inc., in Cooperation with the Office of War Information and the Training and Reemployment Administration.



This stands for honorable service—Remember... the man or woman who wears this button has been honorably discharged from our armed forces.

PUBLISHED IN COOPERATION WITH THE DRUG, COSMETIC AND ALLIED INDUSTRIES BY

Vimms the best-known name in vitamins

Hitler Youth CONTINUED



A jury of 12 boys plus a boy chairman appointed for the duration of three cases try Joseph Ruhe, 17, seen sitting on the bench at the extreme right with his defense attorney. Seated at left, facing him, is the adult prosecuting attorney, and the



Prosecuting attorney, an adult German prisoner, said nothing during the trial except to ask the court for a sentence of six days of labor, plus five days, during which the prisoner was to lose one meal a day. Worst punishment is cancellation of meals.



court recorder. The charge was that Joseph had stolen a sweater from the camp wash line and had bartered it for cigarets, also a crime. Testifying is Werner Wieschen (standing), who concealed the cigarets for Joseph. Werner got three days' labor.



Defense attorney, Erich Hingst (left), 17, asked clemency on the grounds of Nazi moral degeneration, home upbringing, and that stolen sweater was dirty anyway. Snapped jury chairman, "Dirty? On the wash line?" Ruhe got full sentence demanded.

CONTINUED ON NEXT PAGE



we've moved into a new home (8:30 Sunday evenings, ewt, nbc network) next door to charlie mccarthy.

"tchk, tchk, mr. allen," said he, "you look tired; those great big bags!"

"nonsense," i said, "just a couple of suit cases."

"who's talking about suit cases?", interrupted the saucy little splinter, "i mean those bags under your eyes, those balloon tires, those mail pouches..."

"mccarthy," i told him, "i'd toss you to the termites; but they'd throw you right back. i'll cut you down to stove length, that's what. i'll rake you over the coals. i'll rake the coals over you." but the pesky little pip squeak was too fast for me...just then, mr. smart, our grocer, made a delivery — and a suggestion.

"tender leaf brand tea," says he, "is such a warm, friendly, cheer-you-up drink — and so full of quick comfort — that after a cup or two, even a major menace like mccarthy seems little more than a minor irritation. and," he adds, "tender leaf tea has been famous for flavor for years."

there's
quick comfort in a
cup of tender leaf tea
— fred allen



Sunday evenings, 8.30 E.W.T., over the NBC network, immediately following the Edgar Bergen-Charlie McCarthy show. (Just stay tuned to the same station.)

America's largest-selling tea balls...

TENDER LEAF TEA



JACQUES KREISLER creates jewelry with charm... jewelry with dignity... jewelry that's frankly sentimental, for a newer, prettier you. Some styles may not be available today... but worth waiting for... and weaving into tomorrow's dreams.

Individual Pieces from \$1 to \$50.

Matched Ensembles, \$5 to \$100.

Jacques Kreisler

MAKERS OF FINE JEWELRY FOR MEN AND WOMEN

Hitler Youth CONTINUED



Morning walk through the mist of 7 a. m. is taken with only two guards, both unarmed, one in an American helmet in front, center. No military formation is kept.



Boy dolls cap to School Principal Tourtillot, instead of saluting him. Notice that GI shirt and trousers are plainly marked with the usual prisoner-of-war initials.



Prayer services, Protestant and Catholic, are held every evening. Attendance is voluntary but has risen in short order from an early low of 10% of camp to 80%.

CONTINUED ON PAGE 32

tastes as **Bright** as it cleans—

Pepsodent tooth paste with **Irium**
removes the film that makes your teeth look dull!



Use Pepsodent twice a day...
see your dentist twice a year

Grayson

Somewhere in the Pacific



Dear Tommy:

So my little brother is 17 - Happy Birthday!
I suppose you're shaving twice a week now!

Tommy — just as soon as Hamiltons are on sale again I want you to buy yourself one. I've already mailed you a money order to pay for it. Be sure you wait for a Hamilton. One of the deck officers gave me the attached ad to send you. He says that any company that can make chronometers like those on our Hospital ship must make about the finest watches money can buy! Yep, they're Hamiltons.

Here's that snapshot of me you wanted. We're working pretty hard — but what we're doing is nothing compared to what those poor kids in the wards have been through.

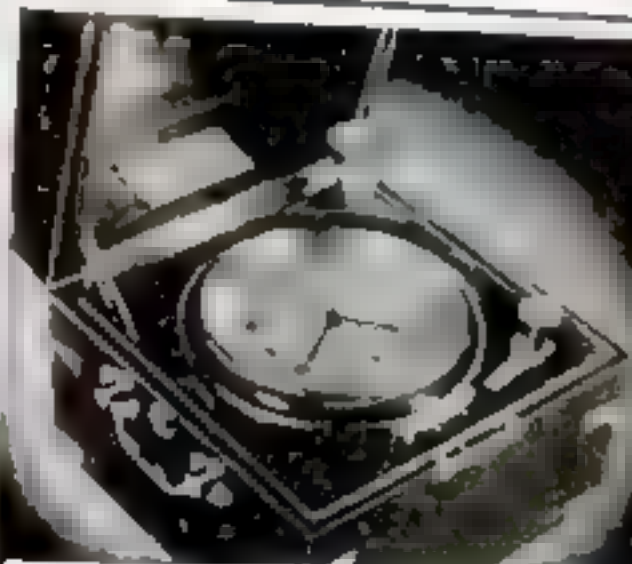
Take good care of Mom and Dad — and a big hug for you. How are all your gal friends?

Sis

RECOGNIZE ME?



Mr. Thomas
191 Pal
Engl
Ney



**NOW... THOUSANDS
OF HAMILTON
CHRONOMETERS
SERVE THE NAVY**

For three years Hamilton has been mass-producing marine chronometers for the U. S. Navy. Performance tests prove these instruments to be of unsurpassed accuracy. You'll see this wartime precision reflected in your coming Hamilton. Wait for it!



**WAIT FOR
HAMILTON**
America's Fine Watch

Hamilton Watch Company—Makers of "The Watch of Railroad Accuracy"—Dept. L.O.-5, Lancaster, Pa.

PRETTY SLICK, ISN'T IT?

Hitler Youth CONTINUED



U. S. K-rations for the Baby Lager are carried to kitchen by the boys. They demonstrated riotously against the rule that each give back the cigarets in the K-ration.



School principal is Pfc Francis Tourtillot, German teacher at Brown University and Wisconsin, an able, soft-spoken pedagogue who plans a doctor's thesis on the camp.

HAMILTON
The Watch of Railroad Accuracy



when you think of Romeo...



...you think of Juliet



when you think of energy...



...think of dextrose sugar

ROMANCE has much to do with dextrose sugar ... if you think in terms of heart throbs. An eminent scientist once wrote, "... not a beat of our hearts would be possible without dextrose". Literally, dextrose and food energy are one and the same ... dextrose is the *natural* basic "fuel" sugar of the body. All other car-bo-hy-drate foods must be changed into dextrose by digestion before we can use them for energy.

Pure dextrose is a sparkling white sugar, mildly sweet, cooling and refreshing to taste ... it is food energy in its simplest form.

Corn Products Refining Company
One of the producers of

PURE... SWEET... SPARKLING WHITE
dextrose
NATURAL QUICK-ENERGY SUGAR

P. S. "dextrose" is not a brand name or a trademark ... it is the scientific name for the basic fuel sugar of the human body.

PRACTICALLY all the dextrose produced in America is used by progressive food manufacturers... to improve the quality, texture and flavor of fine foods ... breads, biscuits, candies, cereals, soft drinks, ice creams, table syrups, prepared desserts, jams, jellies, preserves ... and many others.

At present, the demand for dextrose far exceeds the supply of this valuable sugar. The several producers of dextrose are working at full capacity ... and striving to increase production to fulfill orders for dextrose from thousands of food processors.

They'll hail this hearty breakfast

Here's a meal folks will really warm up to these snappy, fall mornings — Nabisco Shredded Wheat! It's so hearty, so wholesome, so honestly good.

Serve it your usual way — or if you like it warm, whisk the biscuits quickly through hot salted water. Then a dash of sugar with top milk — or cream, if you're lucky! You'll have a dish that's every bit as cheery and good for you as "cooked" cereal. And think of the time and bother you save in the kitchen!

For a good-natured family breakfast tomorrow, try this naturally nutritious favorite-for-flavor — Nabisco Shredded Wheat, the original Niagara Falls product

of flavor-full

whole wheat!



*Delicious, ready to serve...
yet as nourishing as a hot cereal*

ANOTHER DELICIOUS PRODUCT BAKED BY

NABISCO
NATIONAL BISCUIT COMPANY



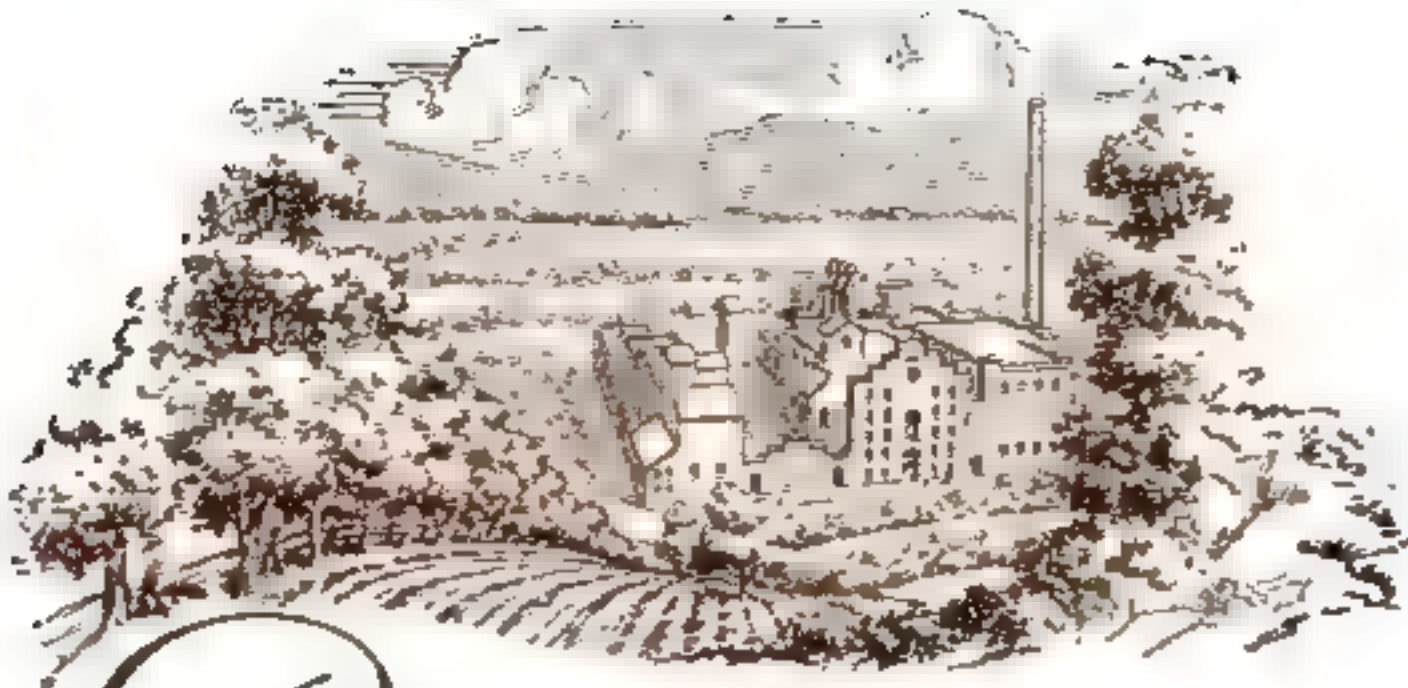
THIS MINK HAT, WITH A WIDE, FLOPPY BRIM WHICH CAN BE WORN TURNED UP OR DOWN, IS CONSIDERED A "CASUAL" HAT BY JOHN-FREDERICKS. IT COSTS \$460

FUR HATS

The big all-fur hat, a U.S. huntsman's favorite since before the days of Daniel Boone, has just caught up with modern women's fashions. But whereas the trapper's hat was designed for warmth, the 1945 fur hat is designed for decoration. It exposes ears, back of head and even, as in the hat above, the top of the head. The hats are expensive, but

offer a compensating economy because they are to be worn not with costly fur coats but with simple cloth coats.

Every winter, milliners have turned out a number of so-called fur hats, but actually they had only fur trimming. This year fur hats are made entirely of fur. The new trick is to pair them with some other fur accessory (see p. 58).



*Distilled on this site
For the past century*
KENTUCKY'S FINEST STRAIGHT WHISKEY



THOSE IN THE KNOW ~ ASK FOR

**OLD
CROW**



A Truly Great Name

AMONG AMERICA'S GREAT WHISKIES

Men derive a deep satisfaction in tasting Old Crow today and discovering that this great brand has come through the war *unchanged*—and remains the same superb Kentucky Straight Whiskey it has been for more than a century.

TODAY, AS FOR GENERATIONS,

Bottled-in-Bond

Kentucky Straight Whiskey • Bourbon or Rye • National Distillers Products Corporation, N. Y. • 100 Proof

Fur Hats CONTINUED



All-ermine hat, \$195, with huge round crown is one of John-Frederics' "global" hats. Ermine is very popular as trimming or accessory for black suits and coats.



Long-haired lynx hat, \$150, is built on a base of blond felt. Lynx is seldom used by milliners. Short-haired furs like mink, ermine, leopard are easier to manipulate.



Ermine bowler, \$140, is made by Sally Victor. It has a stiff crown like a formal riding hat. It is also made in mink at \$120 and in Leopardine (stenciled kidskin) at \$65.

CONTINUED ON PAGE 28

Jennifer Jones Joseph Cotten

"LOVE LETTERS...TENDER WORDS"
"...HAUNTING WORDS THAT LED TO MURDER"

In

Hal Wallis'

Production

"Love Letters"

with

ANN RICHARDS and Cecil Kellaway

Gladys Cooper • Anita Louise • Robert Sully

Directed by WILLIAM DIETERLE • A Paramount Picture



*Based on the Novel of Suspense
And Mystery by Chris Massie*

"About...FACE!"



About a Barbasol Face! It's finer, smoother, cleaner—the kind of face the ladies like to keep in touch with—thanks to those superfine ingredients that have made this famous brand America's #1 shave. Try Barbasol and see if you don't agree: for shaving speed and ease, for shaving comfort and smooth results, Barbasol is "facially yours"—all ways!

Tubes or jars. Large size, 25¢. Giant size, 50¢. Family size, 75¢.

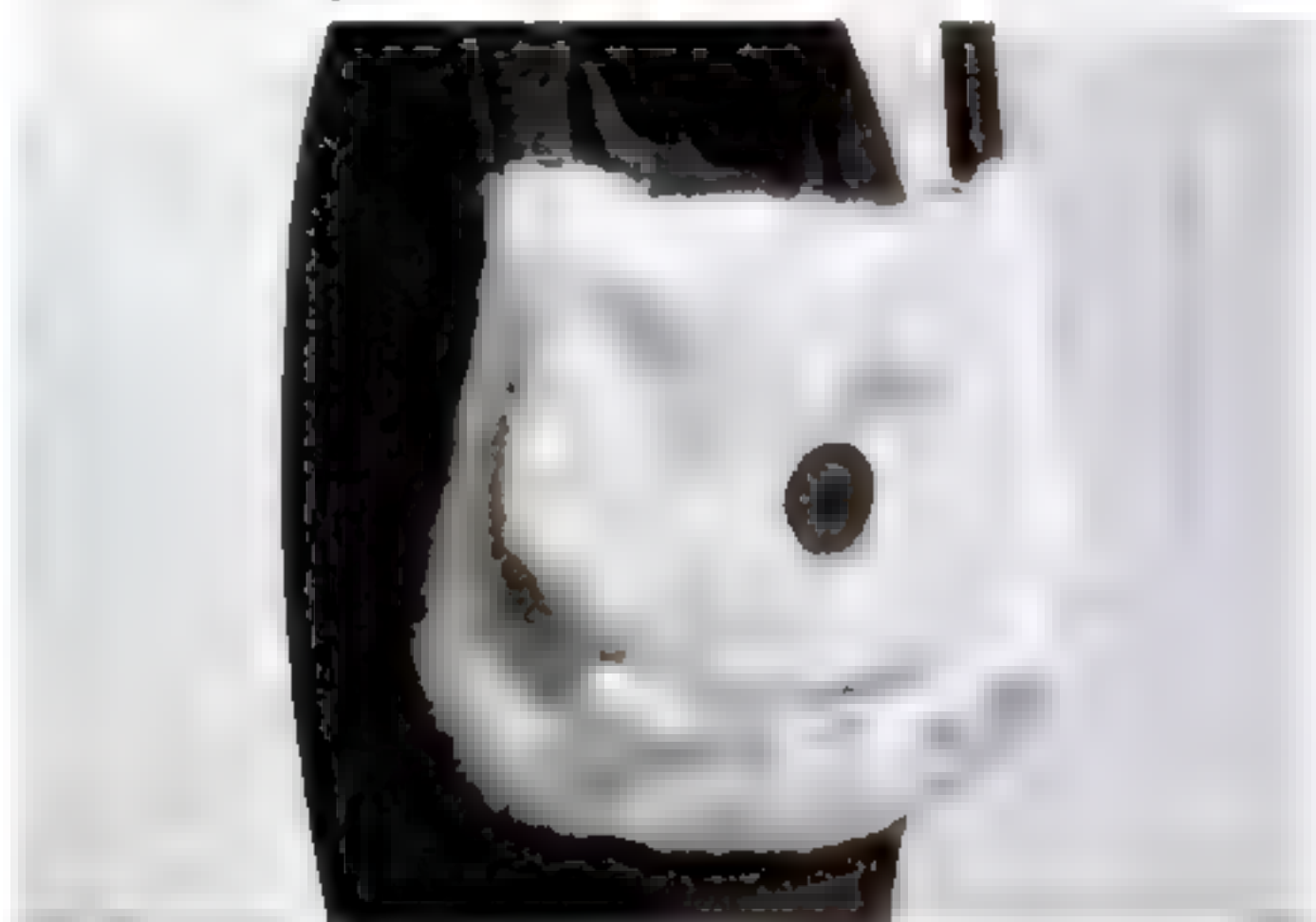


Fur Hats CONTINUED

ACCESSORIES ARE ALSO MADE OF FUR



Fur peplum of black Persian lamb costs \$250 at Bonwit Teller, is supposed to add great elegance to either a plain wool dress or coat. It is tied on at waist at front or back.



Fur bag, made of white seal, has a black satin strap to sling over the shoulder. Bag, made by Maximilian, costs \$150, which is about top price for a fancy leather bag.



Ocelot umbrella sheath is a smart fair-weather accessory. When it rains, the sheath must be taken off and the umbrella, opened up, looks just like any other umbrella.



Fall Beauty IN FOUR ACTS

To go with the muted shades of Fall . . . 'Sub-Tint' Cream-Powder Make-up in *Medium* . . . a neutral, velvety background. Over this, if you're a blonde, the rose-touched glow of *Bali* 'Air-Spun' Face Powder. (For brunettes . . . the coveted dreamy look of *Cafe Crème*.) Finally, 'Air-Spun' Rouge and 'Sub-Deb' Lipstick in *Cassis* . . . deep and vibrant.

'AIR-SPUN' MAKE-UP



Different ways to season canned vegetables? LOTS of THEM!

Of course seasoning can't make just "so-so" vegetables super. But start with quality—then seasoning tricks

like these can give you sure-fire "hits"—no matter which Del Monte Vegetable your grocer has!

Tack this list of seasoning suggestions inside your cupboard door!

Maybe it isn't so easy, these days, to get just the Del Monte Brand Vegetable you want. But Del Monte packs so many different vegetables, you can usually find one that will meet your need just as well. Because you know the Del Monte label means one dependable quality, whichever variety you choose.

First, a word to the wise vegetable chef. Del Monte Vegetables should be seasoned just like freshly-cooked vegetables from your garden. It is just as important to add salt, pepper, butter or margarine to taste, since only a slight amount of salt is added in the canning process. Remember, the delicate flavor of Del Monte Vegetables prospers best with quick gentle heating, minimum stirring. And when you want to be different, try the special seasonings below:

Corn: Add some chopped pork loaf; cooked bacon; ham or thinly sliced fried wieners. Or minced green pepper, pimiento or both. And cheese teams well with Del Monte's deep cornpatch flavor in puddings.

Asparagus: Complement the delicate flavor of Del Monte Asparagus with one of these sauces: Parsley and egg custard, Hollandaise, Bechamel, caper

Beets: Serve in sour-cream dressing. Or drain and warm in butter, add orange juice with a bit of grated orange rind, and a small amount of cider vinegar. And try the rich flavor of Del Monte Beets accented by Harvard sauce flavored with powdered cloves.

Green Beans: Add minced dill pickle and butter to drained beans. Or heat drained beans with vinegar, brown sugar, salt and butter. And what's better with the farm-style flavor of Del Monte Green Beans than a sauce of sour cream, mustard, salt and minced ham or pork loaf.

Carrots: Drain and warm in butter with a tiny pinch of thyme—grand way to serve crisp, tender Del Monte Carrots with lamb. Or saute drained carrots in butter and a little brown sugar. Or gently fry minced onions, shallots or chives in butter, add drained carrots and heat. Also good creamed with capers or parsley.

Remember! Del Monte puts

flavor first

In Growing

/ In Packing

In Picking

/ In Testing

Del Monte
VEGETABLES





IN MOVIE DUPLICATION OF ACTUAL FBI PROCEDURE, G-MEN SCREEN OWN FILM OF GERMAN SPY REACHING FOR SECRET DOCUMENTS. G-MAN SCRIBBLES NOTES

MOVIE OF THE WEEK:

The House on 92nd Street

Hollywood documents a spy hunt

The *House on 92nd Street* is a spy thriller based on the actual history of a German spy ring which the FBI broke up in 1941 before the war began. It is a part-fictional, part-documentary retelling of the fantastic story of William Sebold, a naturalized American who helped the FBI bag a ring of 33 German agents. Below and on the following pages scenes from the film are matched with actual FBI photographs (LIFE, Dec. 29, 1941).

Prefaced by FBI films showing New York Bund rallies and high Nazi officials scuttling out of the German Embassy in Washington, the 20th Century-Fox

picture hits its stride when the hero, who looks very young for a spy and very little like Sebold, opens an office in Manhattan. But the turbulent plot dusts its hands of documentation when it turns up a shadowy master spy in button shoes who unmasks the hero, and is unmasked in turn by a cloud of FBI tear gas. Although the facts sometimes weigh down the fiction and the fiction sometimes clouds the facts, Louis de Rochemont, the producer of *Fighting Lady*, who here makes his first full-length picture since resigning as head of *The March of Time*, has managed a lively spyhunt and a first-rate plug for the FBI.

MOVIE



The movie matches actual history in many sequences. Above left, in movie, William Eythe as Sebold quizzes key Nazi agent in office set up by the FBI. Above right is an

FBI



FBI picture of Sebold (back to camera) getting data from key Nazi Agent Frederick Duquesne. In 1940 FBI rented office for Sebold, filmed spies through hole in wall.



"OOPS! Is there a roll of 'Scotch' Tape in the house?"

You cut time and trouble in half when you use "Scotch" Cellulose Tape for mending and sewing jobs. And here's GOOD NEWS! "Scotch" Tape is back again in most stores. Why not get a roll today—25¢ including dispenser. Made only by MINNESOTA MINING & MFG. Co.—The 3M Company.

© 1963 3M CO.

MOVIE



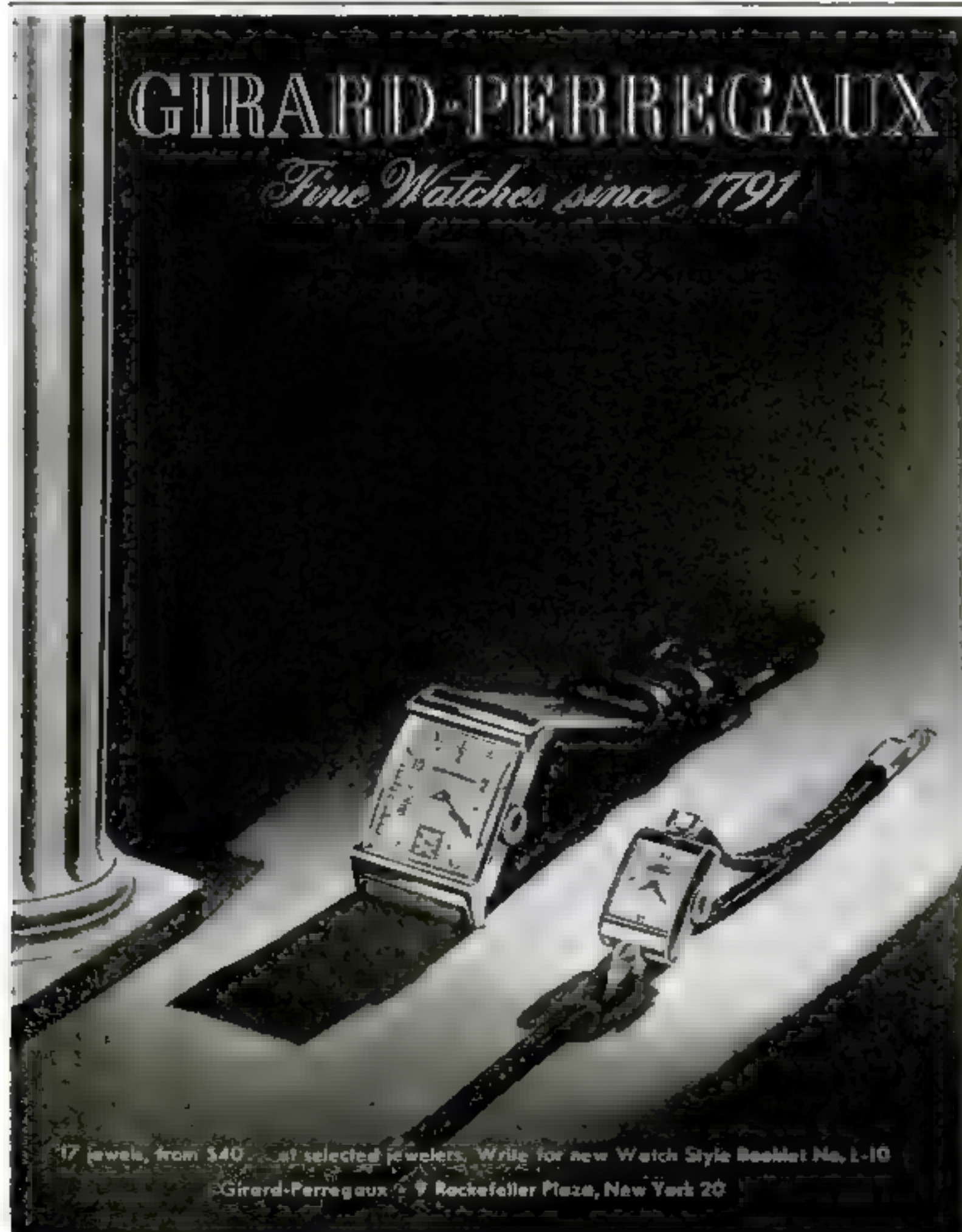
FBI



The memory man in the movie, *John Huston*, arrives in New York from Red Life counterpart was Herbert Lang, a spy. Lang was a member of the U.S. intelligence, long after he had been a member of the U.S. intelligence.

GIRARD-PERREGAUX

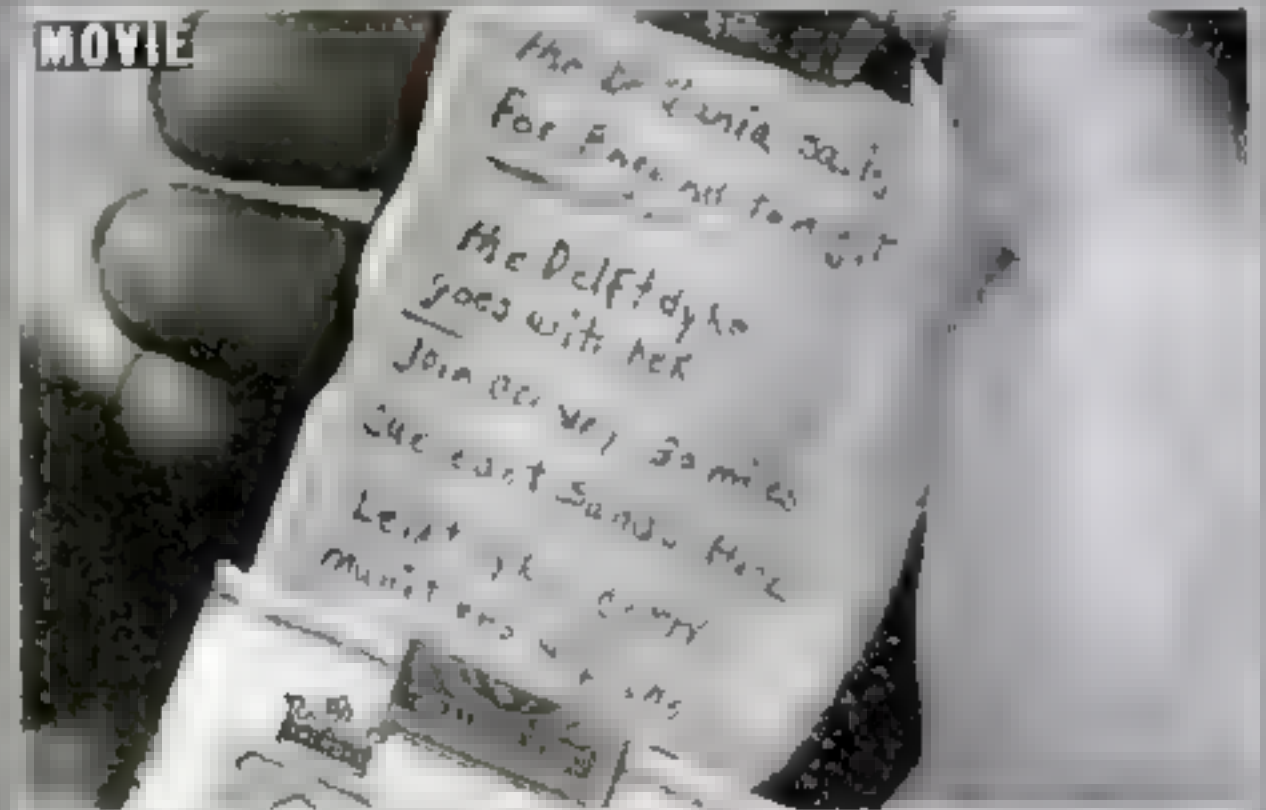
Fine Watches since 1791



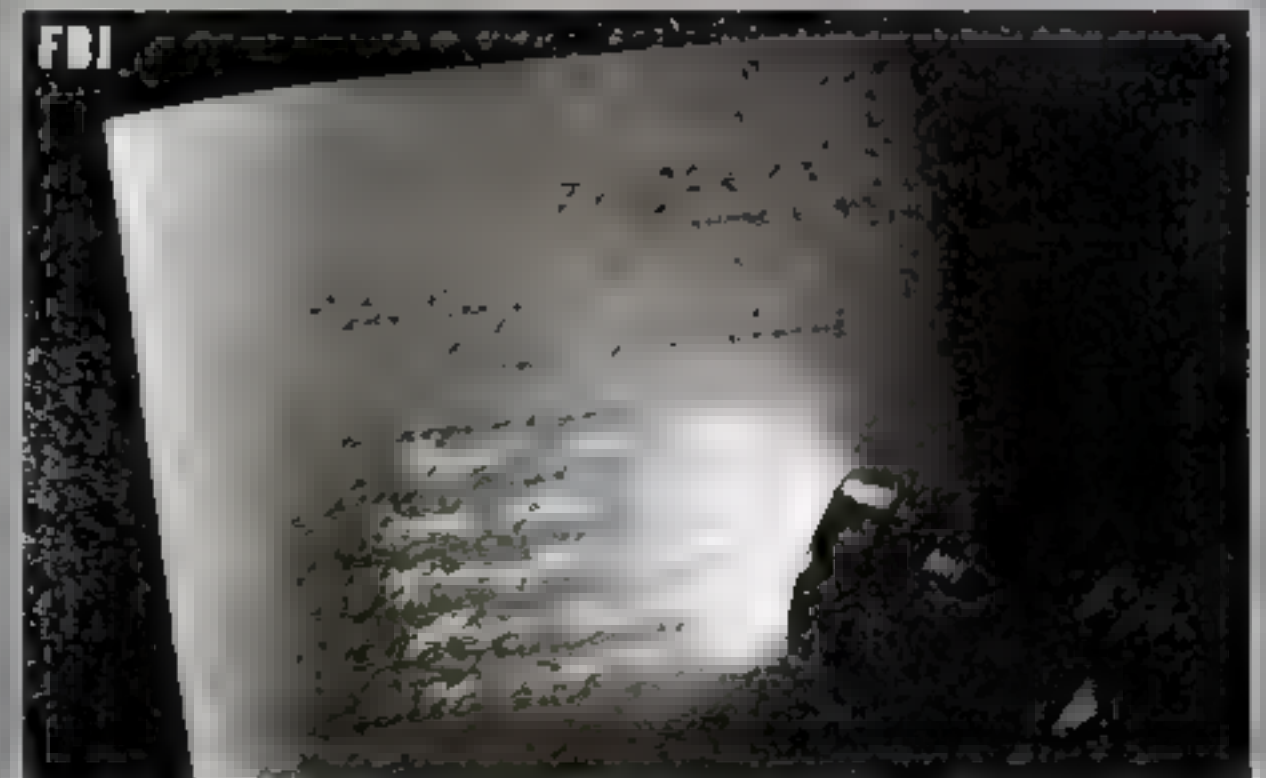
17 jewels, from \$40... at selected jewelers. Write for new Watch Style Booklet No. 1-10

Girard-Perregaux • Rockefeller Plaza, New York 20

MOVIE



FBI



Spy's message in the movie is hidden in a red pack. FBI used ultraviolet light to reveal secret message. FBI picked up many such messages, some using complicated codes used on pages from popular novels.



“Thank you, folks!”

YOU’VE BEEN SWELL about the travel situation . . . and we’re glad to say it’s looking better now.

There are still millions of troops to be gotten home, but the way Pullman works with the railroads—through its centrally controlled “pool” of sleeping cars—makes

Pullman comfort available to *more civilians*, too.

So, ask for Pullman space next time you take a trip!

You’ll enjoy *service, comfort and safety* that no other way of going places fast can match!



PRIVACY! And courteous, attentive service from employees proud of their art in extending travel hospitality is yours at the push of a button!



COMFORT! The bed is big and soft. The sheets are fresh. The car is clean and safe. A swell night’s sleep prepares you for the busy day ahead!

PULLMAN For more than 80 years, the greatest name in passenger transportation

Copyright 1945, The Pullman Company

TWICE AS MANY FOOT-HOURS?



you're
Twice as Smart
WITH **Vitality** SHOES



DONNA

\$6.95

Complete Range of Sizes and Widths
Vitality Open Road Shoes for Outdoor
and Campus Wear. \$5.50 and \$6



MARITZA

Vitality Shoe Company
Division of International Shoe
Company of Louis, Missouri

"The House on 92nd Street" CONTINUED

MOVIE



FBI

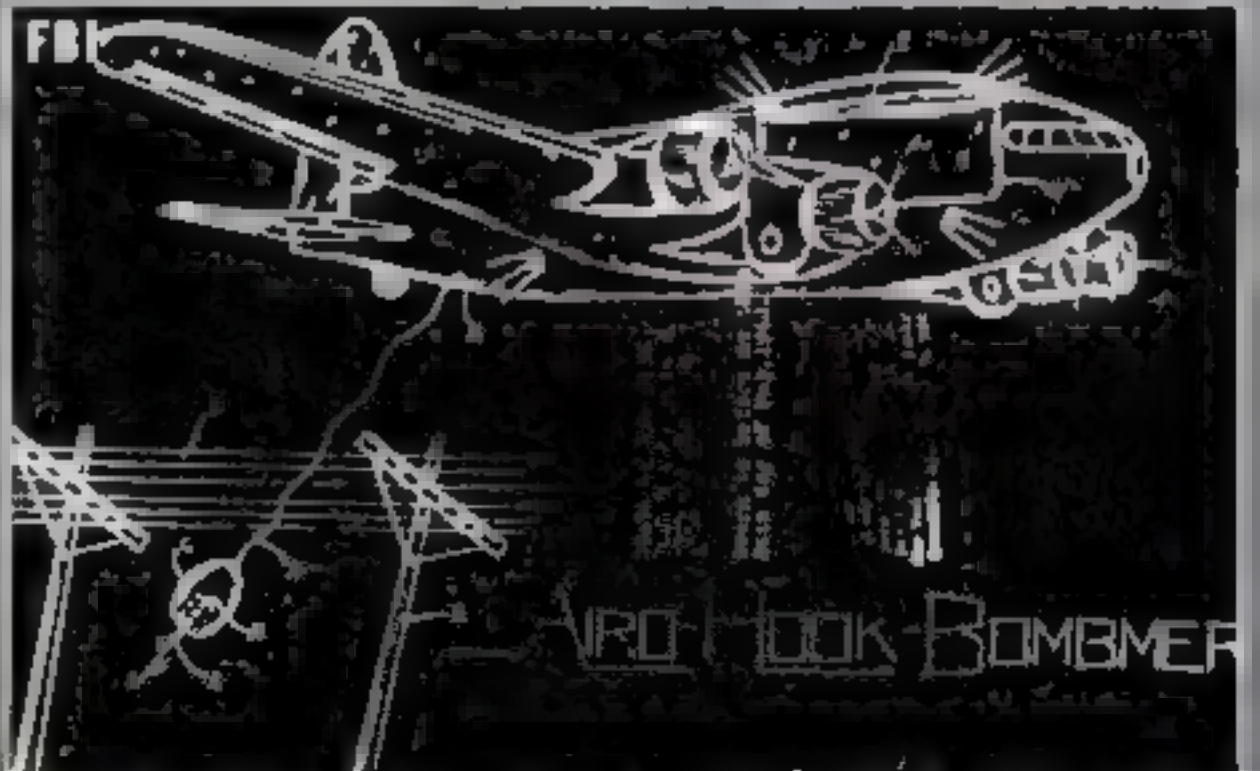


Chief of Nazis' marine espionage unit sent regular reports on ships and cargoes out of New York. In the film, Actor Alfred Langer looks very much like Nazi Paul Fehse (bottom), who did the job for the real spy ring.

MOVIE



FBI



The big secret the movie spies are after is atomic bomb so movie G-men photograph workers leaving atomic bomb plant (top). Actual spy ring often sent to Germany weird diagrams of impractical weapons (bottom).

CONTINUED ON PAGE 97



Stately and serene, St. Luke's Episcopal Church, Evanston, Illinois. Painted for the DeBeers collection by Bernard Lamotte.

Day of Days

ONE-QUARTER CARAT  \$55 to \$150

ONE-HALF CARAT  \$175 to \$375

ONE CARAT  \$400 to \$900

TWO CARATS  \$1100 to \$2800

Facts About Diamonds: These are average current prices for unmounted quality diamonds. Add 20% for federal tax. (The exact weights shown occur infrequently.) Size alone does not determine diamond values. Color, cutting, brilliance and clarity have an equally important bearing. You should have a trusted jeweler's best advice at all times when buying diamonds.

Many before you have paced such hallowed aisles . . .

and yet the joys you feel are new and yours alone. The day two

lives are joined with holy rites becomes a glorious memory that serves

forever. The diamond engagement ring, so carefully chosen to

token young dreams and hopes, holds happy vigil

to keep that memory glowing. DeBeers Consolidated

Mines, Limited, and Associated Companies.

Juices of the tastier fresh-vegetables

in every delicious sip!

V-8* Cocktail! It's just plain GOOD! Because in V-8 you enjoy the combined juices of the tastier, better-liked vegetables. These juices actually season each other and create, together, a flavor distinctly V-8's own—zestfully delicious and delightfully refreshing. So make V-8 your regular family juice—for its good flavor and its wealth of fresh-vegetable nutrients.

Ask for V-8 at your food store, fountain and restaurant



Juices of

- SPINACH • PARSLEY • LETTUCE
- BEETS • WATERCRESS
- TOMATOES • CELERY • CARROTS

Deliciously Combined

Contains Vitamins A, B₁, C,
calcium and iron.

*V-8 is a trademark owned in the United States by Standard Brands Incorporated, in Canada by Standard Brands Limited.



MOVIE

FBI



The scheming female spy in movie, Signe Hasso (left), designs dresses, takes orders from Mr. Christopher, is alluring. *Fanny* in tale of the 1944 ring was Bronx's Lily Stein (right), who ran a dress shop.



Movie's melodramatic climax is pure fiction. Trapped on a fire escape, Mr. Christopher watches G-men close in. Seconds later he ducks back into teeming-filled house, is shot by a fellow spy as FBI rescues the hero.

"...and
bring Daddy
back home
again soon"

Her tiny prayers blend with Mother's for their man in uniform. Soon she'll drift off to sleep in her protected little world . . . lulled by the cozy softness of her Hanes Merrichild Sleeper.

For these sleepers are made from carefully selected cotton to keep babies and children warm and comfortable. They guard little bodies from neck to toe against exposure. Smooth, flat-locked seams won't irritate the child. Feet are double-soled for extra wear.

You get really wonderful values, too. For these garments are the product of the long experience and modern facilities of Hanes, the makers of Hanes Underwear for men and boys.

The scampering youngsters below illustrate the variety of styles. Made in pink and blue—in pleasing pastel tints. Shop at your leading store—for your children's sleep, P. H. Hanes Knitting Company, Winston-Salem, North Carolina.



A Two-piece suit. Ages 0 to 4. With extra pants, this three-piece combination gives more deeper changes for the child with less laundry for mother.

B One-piece button-back suit. Ages 0 to 3.

C One-piece button-front suit. Ages 4 to 8.

* The supply of Merrichild Sleepers will be limited again this year because much of Hanes production has gone into underwear for the Armed Forces.



Merrichild Sleepers

FASHIONED BY THE MAKERS OF
HANES UNDERWEAR FOR MEN AND BOYS



MADAME CHIANG KAI-SHEK

DUKE OF WINDSOR

COLE PORTER

WALTER PIDGEON

KING GEORGE II OF GREECE

LANA TURNER

QUEEN WILHELMINA

CLARK GABLE

COLONEL MATT WINN

PRESIDENT EDOUARD BENES

CONSTANCE BENNETT

DOROTHY LAMOUR

DEANNA DURBIN

EARL OF ATHLONE

LORD HALIFAX

PRESIDENTIAL SUITE

KING PETER OF YUGOSLAVIA

WINSTON CHURCHILL

JACK WARNER

CROWN PRINCE OLAF OF NORWAY

IRENE DUNNE

LOUIS B. MAYER

EDDIE CANTOR

LORD BEAVERBROOK

GRAND DUCHESS CHARLOTTE OF LUXEMBOURG

PRINCESS JULIANA OF THE NETHERLANDS

ELSA MAXWELL

MARGARET O'BRIEN

JAMES A. FARLEY

GENERAL DWIGHT EISENHOWER

GENERAL JONATHAN WAINWRIGHT

THIS IS THE WALDORF-ASTORIA HOTEL, looking downtown over St. Bartholomew's Church at the 50th Street side. At right is the (main) Park Avenue entrance at which no baggage can be unloaded. Luggage-laden guests are driven into a tunnel-like side entrance in the

middle of the hotel. The canopied 50th Street entrance is to the Tower apartments—28th floor up—occupied by long-term guests or distinguished transients. On this picture some famous patrons' rooms are located. Location of Herbert Hoover's apartment is a Waldorf secret.



"OSCAR OF THE WALDORF" IS 79



THE DECOR OF THE HOTEL'S HUGE LOBBY IS A SUBDUED MODERN



LUCIUS BOOMER IS THE MANAGER

THE WALDORF-ASTORIA

MOST FAMOUS U.S. HOTEL THRIVES ON SUMPTUOUS EFFICIENCY

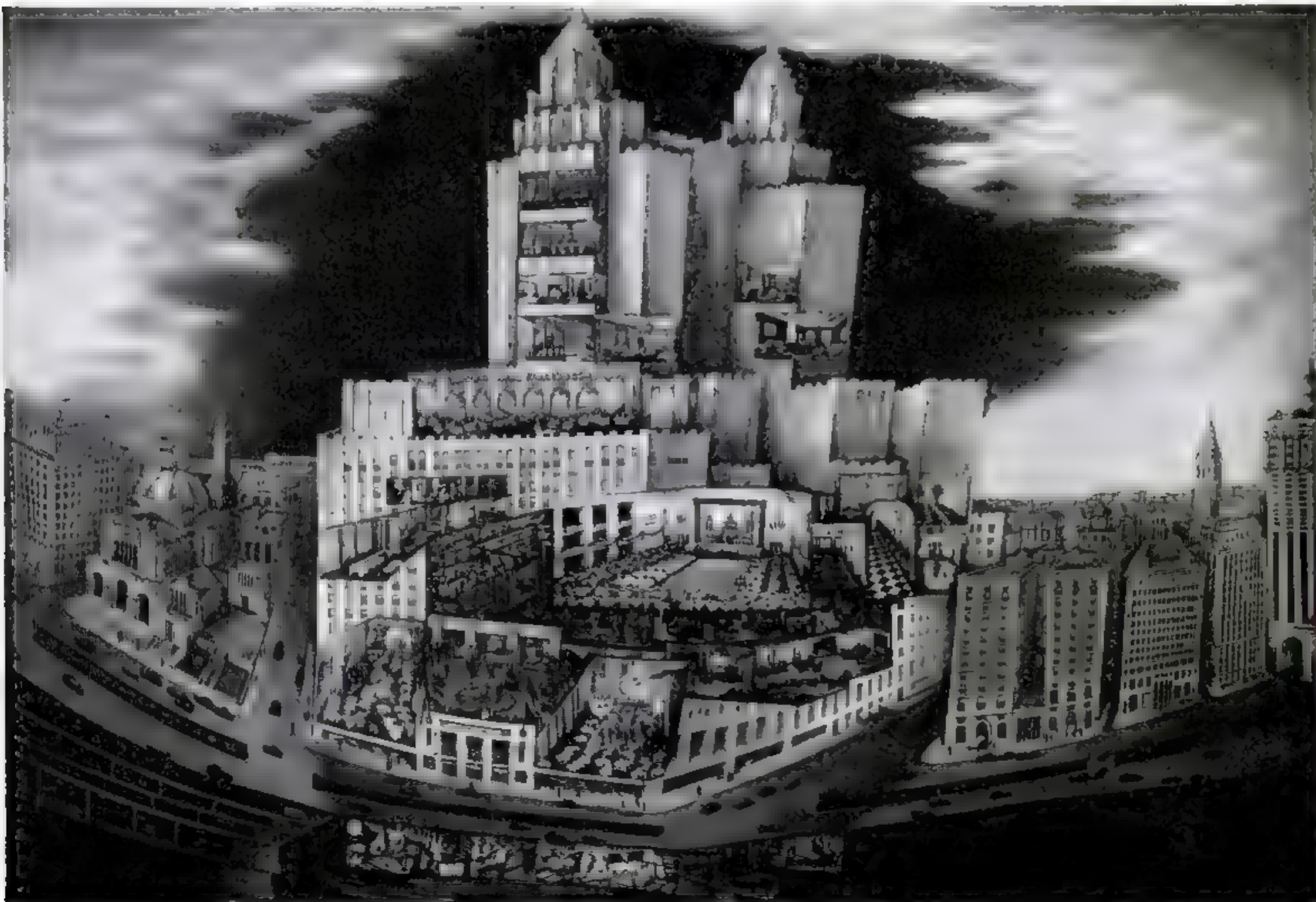
America's foremost contribution to the world's tradition-wrapped hotels is a light-gray 47-story monolith on Park Avenue in New York City. The new Waldorf-Astoria, opened in 1931, replaced the old Waldorf which stood where the Empire State Building now stands. In the old days its epicurean food and plushy furnishings attracted the internationally spectacular figures, the millionaires, the foreign princes, the dia-

mond-dripping dowagers who built for The Waldorf-Astoria its great and glamorous reputation.

The new Waldorf has successfully accomplished the delicate transfer to itself of the old tradition of grandeur. At the Waldorf, old or new, every U. S. president since Grover Cleveland has stayed. An impressive fraction of the world's political, theatrical and financial celebrities now make the efficient, sumptuous hotel their

New York home. It is the official State Department hotel in New York, where foreign dignitaries are lodged.

This fall, to all the Waldorf's previous glory and recognition, has been added the ultimate American apotheosis. It has been made the subject of a super moving picture, *Weekend at the Waldorf*, in which its staff and its guests are played by such people as Ginger Rogers, Lana Turner, Walter Pidgeon and Van Johnson.



THE TALLEST HOTEL BUILDING IN THE WORLD has its foundations between subterranean tracks of the New York Central Railroad. Bottom of this cutaway mural on view in the hotel includes (left to right) butcher shop, grill kitchen, dishwashing, pastry cooking,

bakeshop, crockery storage, boiler room. Above these: Sert Room, Foyer, Wedgwood Room, Jade Room. Above these: lobby and main ballroom, flanked by smaller private dining rooms and litchens. Above them, left: Starlight Roof. In towers are typical residential apartments.



AUTOMATIC EGG COOKER, typical of the Waldorf's painstakingly individual service on a mass scale, boils eggs to guest's exact order, such as—2½ minutes, 3¼ minutes.



A ROSE accompanies every room-service table going to Tower guests or to women guests elsewhere in the hotel. Breakfast is the biggest room-service order, liquor the next biggest.



WALDORF SALAD, invented at the old Waldorf, is made of apple, celery, nuts, cream dressing. Oscar has a new Waldorf salad: the same, on a lettuce leaf, with cherry tomato.



PARSLEY CHOPPER is typical of Waldorf kitchen help who make a career of one thing like making soup or squeezing orange juice. There are 151 chefs, assistants and apprentices.



WINE TASTER, wearing the traditional chain of his office, tests samples of the hotel's 1,000-brand cellar of wines and spirits. The Waldorf also stocks some 100 kinds of soft drinks.



REFRIGERATOR ROOM, which kitchen help enter clad in sheepskin-lined parkas, stores ice cream which the Waldorf molds in its own fancy shapes. Temperature is kept at 0°.



BREAKING EMPTY BOTTLES that contained spirits is required of hotels by federal law. Two men devote their full time simply to sorting, breaking bottles in the basement.



BIG CHEESES are cut into usable size with a carpenter's saw. Wholesale quantities of food served necessitate wholesale handling methods. Soup is made in 60-gallon caldrons.



DAY'S RECEIPTS average \$50,000, about half from food and drink. General Cashier Louis S. Dery, who heads staff of 30 cashiers, each night personally puts the cash in hotel safe.



THE WALDORF'S PASTRY is all made in a sweetly redolent pastry room by a staff of 22 pastry chefs, some of whom are specialists in such skills as folding a perfect choux or

Here, pastry trays which will presently top off a banquet are being filled with assortments fresh from the pastry brick ovens. Similarly, the hotel's bakery shop supplies all of the Waldorf's

regular needs for bread—and the traditional hotel hard rolls—6,000 a day. The day-shift bakers make bread from 8 a.m. to 4 p.m.; night shift bakes croissants and pies from 9 p.m. to 6 a.m.



PATRONS PACK STARLIGHT ROOF TO DANCE, EAT AND DRINK. IN FINE WEATHER ITS MOVABLE CEILING OPENS UP. AVERAGE CHECK IS \$10.53

IT HAS LOTS OF ROOM AND USES IT ALL

Business is now so good for the Waldorf Astoria that it has to advertise to ask its patrons to postpone their visits. Although it is the tallest hotel structure in the world, the Waldorf contains but 2,200 rooms. This is 800 less than the Stevens Hotel in Chicago, which is the world's biggest. The Waldorf uses this space lavishly on its cathedral-like lobby, large private dining rooms and bedrooms for transients. Its Tower living rooms are the biggest hotel living rooms in the world.

A great deal of its space is also devoted to supper-club rooms like the Starlight Roof (above), through whose movable glass roof patrons can literally see the stars. The Roof is used publicly only in summer. In winter the Wedgwood Room is open. More naughtily fashionable than either is the Bert Room. Ironically, these 47 floors of magnificence stand on land which the Waldorf does not even own. It leases it from the New York Central Railroad at an annual rate starting at \$300,000.



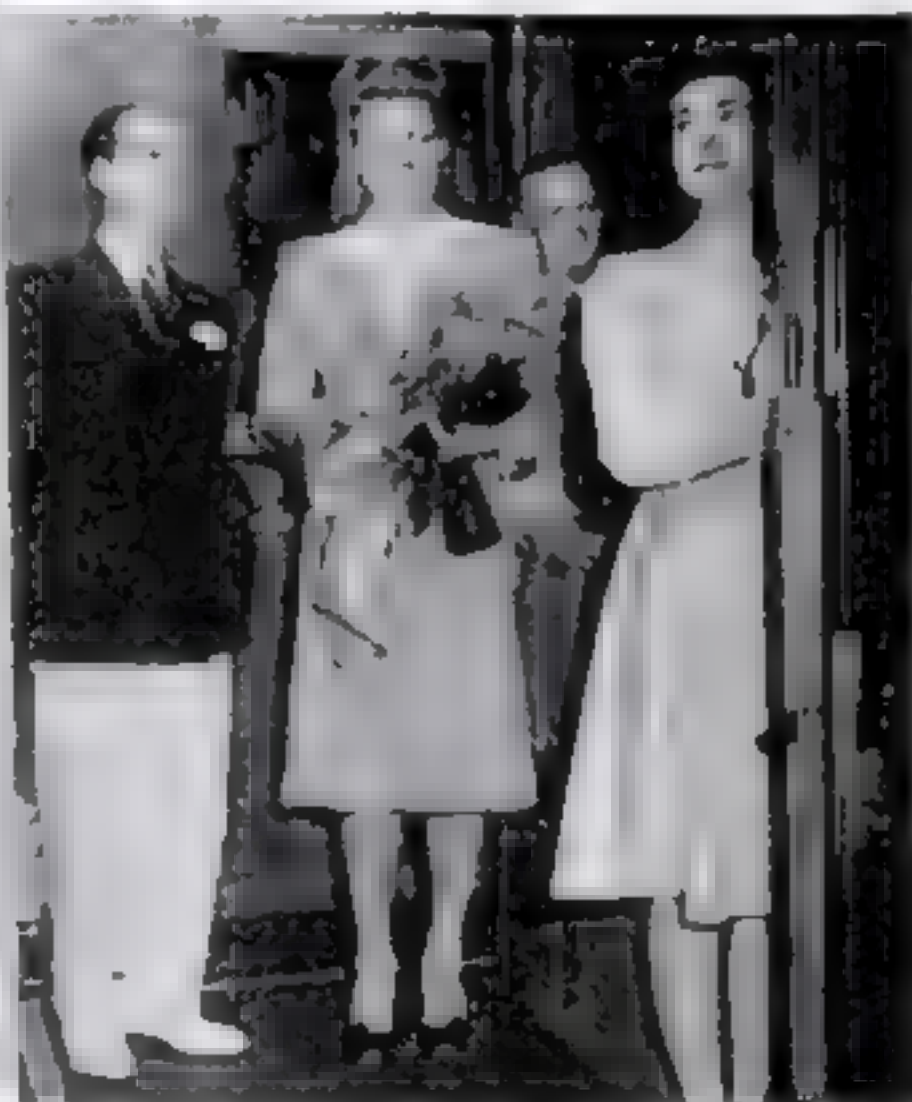
FASHION SHOW is held in the Jade Room. The Waldorf's many entrances are arranged so ultrafashionables attending such gatherings need never come in contact with conventionists and their lesser guests. There is even a special underground siding for private railway cars.



CONVENTIONS of surgeons, Browning lovers and symphony enthusiasts, types which can be depended on not to snake-dance in lobby, are welcomed at Waldorf. This is the International Telephone and Telegraph convention. An average convention banquet for 1,500 costs \$15,000.



A **"PATRON,"** as the Waldorf calls them, registers. "Ann Sheridan, Hollywood." She has been welcomed by doorman, "bedmat" (bellhop), assistant manager, valet and a clerk.



UP IN THE ELEVATOR goes Miss Sheridan. At this point bellman ordinarily eye the guests' luggage. If it is cheap and light, they warn the protection officer of potential bill skipper.



IN HER ROOM the film star jots a letter. Her bellman has performed his ritual: turning on all lights to test bulbs, inspecting bath, offering to open window and lug guest's luggage.



THE DUCHESS OF WINDSOR'S BEDROOM is in the Waldorf Tower, where Windsors stay in New York. Furniture is satinwood, color scheme gray and white, with yellow, green and raspberry touches in curtains and bedspreads. Tower apartments cost up to \$125 per day.



REGULAR BEDROOM costs \$7 to \$10 a day single, \$10 to \$14 double. Beds are all made up with three sheets instead of two, the third going on top of the blanket. No two rooms are exactly alike. Decorators who furnished hotel were instructed to avoid "hotel atmosphere."



THE STAFF directly or indirectly involved in preparing and serving a meal in the Starlight Roof consists of: (seated) exchange (circulating) chef, assistant chef, waiters' captain, head-

waiter, banquet chef, ice-cream chef, vegetable cook; (second row) coffee man, buffet man, assistant coffee man, vegetable woman, clerk, toast woman, pot washer, iceman, glass washer,

buffet chef, head barman; (back row) barman, coordinating steward, storeroom clerk, two bus girls, two waiters, service-elevator starter, kettle washer and assistant executive steward.

ITS BIG STAFF HAS MANY ACCOMPLISHMENTS

To maintain some guests in the style to which they are accustomed and others in the style to which they think Waldorf rates entitle them, the hotel employs a bizarrely ramified staff. There is a medical department which handles 600 illness and injury cases a month, a special department for Latin Americans, a foreign department headed by an assistant manager who speaks seven languages and is an expert in protocol. A crew of eight does nothing but polish furniture, waxing each of the Waldorf's 47,000 pieces every

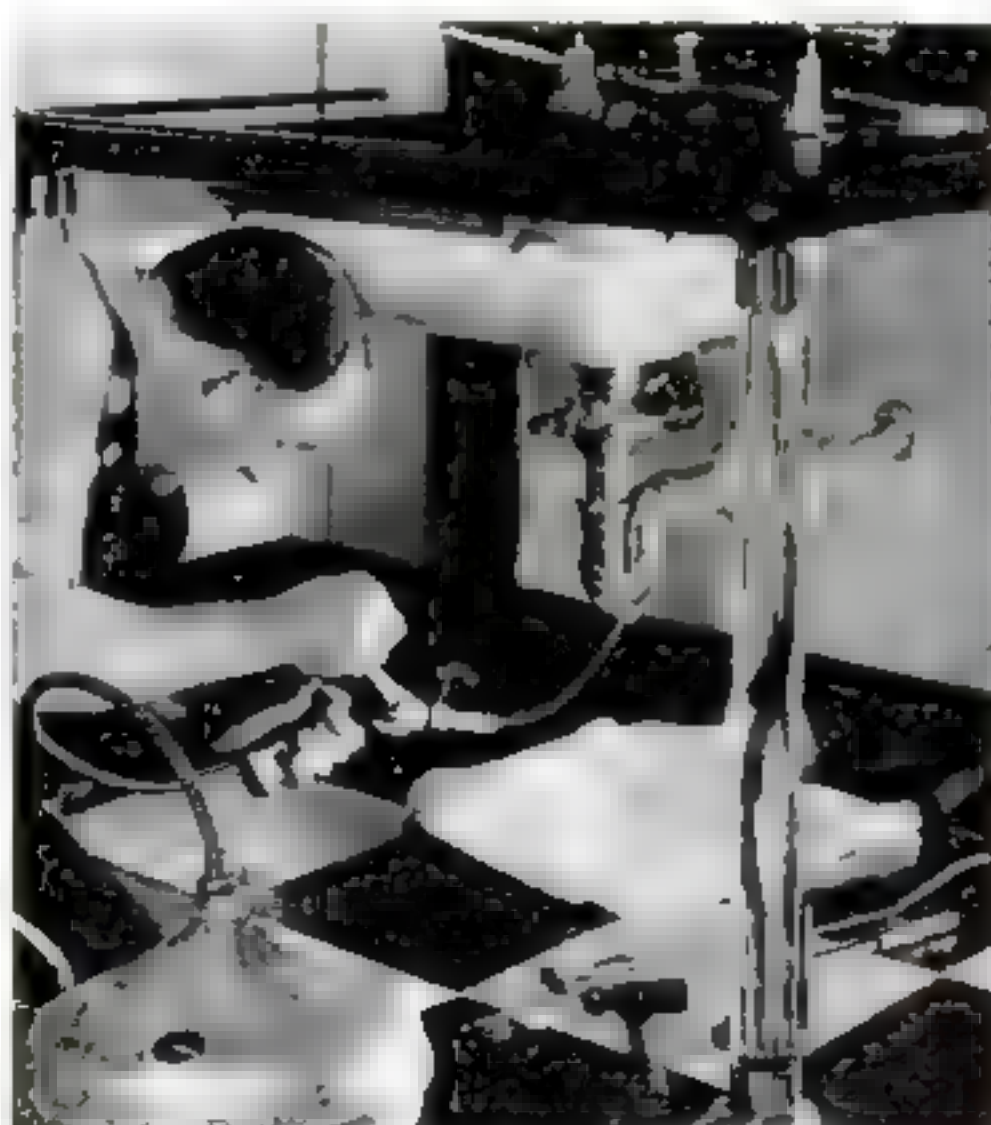
two months. It takes 20 upholsterers and repairmen to keep the furniture in good condition. Each day 91,000 pieces of soiled linen are counted and sent to the laundry (opposite page). Twenty-six uniformed officers patrol the halls. There are also seven plain-clothesmen. The largest all-wave radio receiving set in the world gives a guest a choice of six domestic programs, foreign short-wave broadcasts and recorded music. A housekeeper, 29 assistants, 300 carefully trained and supervised maids keep rooms orderly. (Doing a Tower room,

a maid's last act is to remove traces of her own footprints on the carpet with a broom.)

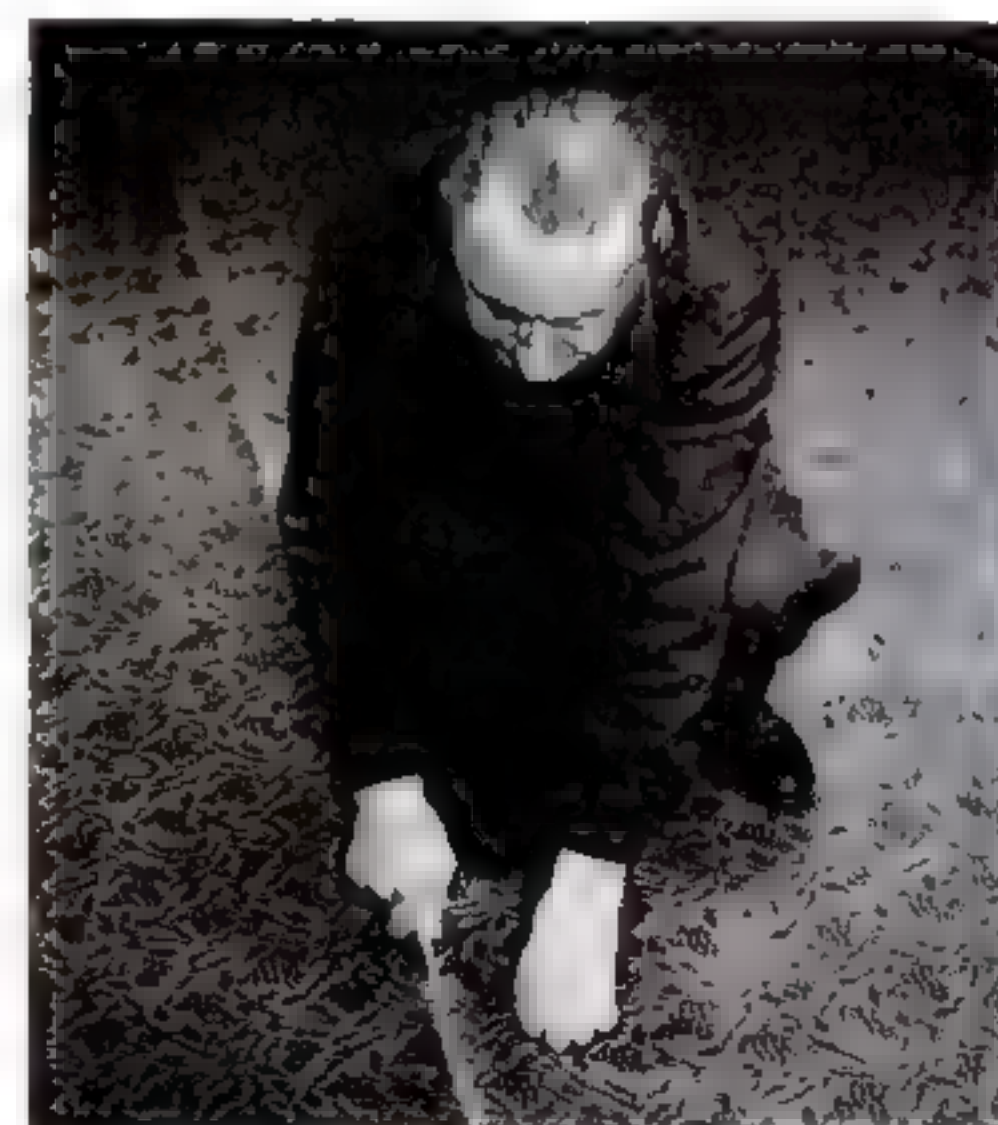
One of the hotel's most valuable assets is its many files. One records the name of every one of the nearly 5,400,000 guests who have stayed there, with notes on his preferences—he likes a white bedspread, is superstitious about the 13th floor, wants a Bible in his room. This meticulousness has finally paid off. After losing money since it opened, the Waldorf-Astoria last year netted \$502,000 on an annual business of \$12,733,000.



MAID'S TRUCK holds broom, carpet sweeper, cleaners, stationery, matches, soap, shoe-polish, rags, telephone pads.



PLUMBER is ever on call for repairs or to retrieve guests' jewelry often lost in drains. The hotel employs 12 plumbers.



BIG CARPETS, used in banquet rooms, are fastened together as needed. Hotel has 1,006,695 square feet of carpeting.



WALDORF LAUNDRYMAN STANDS THIGH-DEEP
IN THE DAILY OCEAN OF SOILED BEDDING

CLOSE UP



J. Arthur Rank

An English millionaire who entered the movie business to help religion has begun to give Hollywood its first real competition

by FRANCIS SILL WICKWARE

Except for the fact that the motion-picture industry consists largely of improbabilities, there would be no reason for anyone to suspect any connection between the leasing of a New York theater at \$1,000 per day, the trade balance of the United Kingdom and the ambitions of a Methodist Sunday-school teacher. The theater is the Winter Garden, an old, substantially built house with 1,700 seats; the United Kingdom trade balance is adverse; and the Sunday-school teacher believes that by showing British films in the theater he may be doing something to improve Britain's fiscal condition.

J. Arthur Rank is one of the richest men in England (second, some say, only to the Duke of Westminster). He has a fortune estimated as high as \$200,000,000 and no inhibitions about spending it to further his grandiose ambition. This ambition, which no one before him has ever achieved, is to break the near-monopoly of Hollywood on the movie business of the world.

He already has made considerable progress in this direction. Today J. Arthur Rank has a large part of the English industry in his pocket, multiple alliances with important U. S. producers and distributors, and has become perhaps the world's biggest movie mogul, in point of capital and facilities under his personal control. Rank's operations now are on such a scale that leasing, through United Artists, the Winter Garden—even at \$365,000 yearly—is a mere detail. Nevertheless, the lease is significant because it guarantees a Broadway "showcase" for the first-run screening of English films and because it is the first major beachhead in the great Rank Invasion.

Although Rank has been interested in the picture business since 1935, he was virtually unknown below the top echelons of the industry until early this year, when it was announced that he would make his first visit to the U. S. and Hollywood. The studios thereafter vibrated with horrendous rumors about Rank and his plans. He was out to wreck Hollywood—a menace; a man who ate producers alive; a super-tycoon who could liquidate even Louis B. Mayer at a pen stroke. When Rank arrived in June, practically everyone in Hollywood above the \$500-a-week level turned out to have a look at the ogre and try to placate him.

A good many of the gentry probably are not sure even now just what they saw. As an ogre, J. Arthur Rank is disappointing. Aged 56, he stands well over six feet and is solid rather than heavy at 210 pounds or thereabouts. He has a full head of straight, dark-brown hair with scarcely a touch of gray and wears a mustache which he alters frequently from toothbrush (current style) to han-

dle-bar and back again. His face is bony and his smallish, shrewd brown eyes are set narrowly. He has a nose of generous size which terminates in a soft downward curve, so that in profile Rank looks rather like a hungry anteater snuffing at an ants' nest.

His manner is as deceptive as his appearance. While in Hollywood, he kept his watch running on London time, with the result that at 9:30 in the morning he was apt to comment that it was "teatime." In conversation he made frequent references to Yorkshire. "In Yorkshire our Ayes are our Ayes and our Nays are our Nays," he was fond of saying, or "You can only get a proper cup of tea in Yorkshire." Rank smoked in moderation (Gold Flake cigars) and was pleased to wager on the Santa Anita races. However, he is a teetotaler, and in the midst of some memorable wassailing he quaffed orange juice or lime juice and ginger ale. This, plus his Methodist background and his unassuming ways, gave some people the mistaken idea that he was just a nice, fuddy-duddy provincial out of his depth in Hollywood and completely bewildered by the goings-on in "fairyland," as he called it.

All in all he fit very few of the specifications for the conventional stereotype of the big movie tycoon. In fact, it would be difficult to compare Rank with anyone in the U. S., although in some respects he does resemble certain prominent citizens. As the very rich and pious son of a very rich and pious father, he has something in common with John D. Rockefeller Jr. As a man who late in his career became a big operator in an unfamiliar and highly

technical business, he has something in common with Marshall Field. Rank is like a lot of millionaires except that he has more money than most; he is like a lot of hard-working businessmen except that he works harder than most; and he is like a lot of teetotalers except that he doesn't object to other people's drinking.

Rank was born at Hull, Yorkshire, Dec. 23, 1888, into a wealthy milling dynasty. The business was founded by his grandfather, an obscure yeoman who started milling flour in a windmill. His son Joseph Rank went into the business, expanded operations by acquiring a steam-powered mill and, before his death in 1943 at the age of 89, saw it grow into the vast empire of Ranks, Ltd. His success was due principally to two factors—the early adoption of new milling methods, chiefly the roller mill; and his own energy. Father Rank made it a practice to start each week by obtaining a new order and would not go home at all on Monday nights unless he had done this. The family archives fail to record the number of Monday nights he stayed out, but they could not have been many.

Joseph Arthur Rank was the youngest of "Old Joe's" three sons. He attended various schools until he was 17, then went directly into the family business. His relatively brief education is still reflected in a tendency to misspell simple words, but this has had no apparent effect on his business success. After serving a 13-hour-per-day apprenticeship as a junior clerk, he was given management of one of the Rank companies, Peterkin Self-Raising Flour, also purveyors of jams and jellies. This company is said to have lost heavily under Arthur's regime, but Father Joseph Rank chalked it up to his son's education.

James Rank, the older brother, is more colorful than Arthur and for a long time has had a passion for race horses. While Father Rank was still running the business it became a tradition that at Grand National time James Rank would decide to go to Ireland "for a look at the Belfast mills." The old man grimly agreed to the trip and on the day of the big race he invariably called Belfast to confirm that James had not put in an appearance.

Rank Senior was a truculent autocrat who supposedly once declined a lordship with the remark, "I was born plain Joe Rank, and I intend to die plain Joe Rank." Like the elder Rockefeller, who is supposed to have cheated his grandchildren out of their pennies in order to teach them the value of money, he delighted in giving his sons practical lessons to increase their acumen. However, they were not expected to show



AT A HOLLYWOOD COCKTAIL PARTY last spring teetotaler Rank grinds down at scandal arbiter Louella Parsons. Rank went without a misstep through an elaborate entertainment routine.

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FACING a bright tomorrow . . . hearts linked as one . . . this precious moment will live forever in the lasting radiance of your genuine registered Keepsake Diamond Engagement Ring. The name "Keepsake" in the ring . . . the nationally established price . . . and the Keepsake Certificate of Registration and Guarantee enable you to choose any Keepsake with confidence. At your Keepsake Jeweler's . . . \$100 to \$3500.

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Name _____
Street and No. _____
City _____



RANK'S FATHER, "Old Joe" Rank, a millionaire miller, died in 1943. A truculent tyrant, Rank refused to install office-building elevators lest the workers get lazy

J. ARTHUR RANK CONTINUED

much initiative or independent judgment. Once, at a board meeting, he said, "We are in for some trouble at Liverpool. A miller from the north of Ireland is coming to buy the mill there. I think we should take it up ahead of him."

"I don't think we should, Papa," James Rank said unexpectedly.

"You don't?" said Joseph Rank in surprise. "What do you think, Arthur?"

"I agree with Jimmy, Papa," Arthur said. "I don't think we should buy."

Joseph Rank must have been startled by this unprecedented show of independence, but he only said, "Very well, we won't buy."

At a later meeting, when the Liverpool mill indeed had become troublesome, James and Arthur Rank admitted they had made a mistake. "We were wrong, Papa," said Arthur. "We must buy that mill now." Joseph Rank smiled, and sold them the mill, which he had quietly bought on the side, for a great deal more than it would have cost them originally.

Despite such dubious evidence of his sons' financial genius, Joseph Rank was settling millions of pounds on them annually. When he died in 1943, he left only a very small estate to be liquidated by inheritance taxes. Brother James now supervises a large part of the milling business and other interests so that Arthur will have more time to devote to his cinema enterprises.

Perhaps as a reaction to saying, "Yes, Papa," for 50 years, J. Arthur Rank has surrounded himself with people who say, "Yes, Mr. Rank," and throughout the Rank organization it is understood that the only way to do anything is the Arthur Rank way. Thus reassured of his own omniscience, Rank does not take kindly to outside criticism. Recently a popular English columnist wrote a piece which annoyed him and Rank called him in for a lecture. "When you write things like this about people," Rank said, "do you realize that Christ is looking over your shoulder?"

Religion gets him into movies

Coming from anyone of lesser ecclesiastical status than an archbishop, such a remark sounds like a poor attempt at a joke, but Arthur Rank meant it seriously. Along with worldly goods and qualities of character and intellect, Rank acquired from his father a deep and active interest in religion generally and the Methodist interpretation of it particularly. Joseph Rank was not the first man in the world to discover that, aside from being good for the soul, religion is good for business.

"A man has three parts," says Arthur Rank echoing his father, "the spirit, the mind and the body. The mother spends many careful hours caring for the child's body and the schools devote years to training and educating his mind. But the spirit has been neglected." Rank deems it his special mission to bring about better cultivation of the spirit. For years he has been superintendent of a Sunday school

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SHOWING!



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Shinola's scientific combination of oily waxes helps hold in and replenish the normal oils in leather—helps maintain flexibility—and that means longer wear. So remember, a shine is the sign of a healthy shoe. It will pay you to KEEP 'EM SHINING WITH SHINOLA.



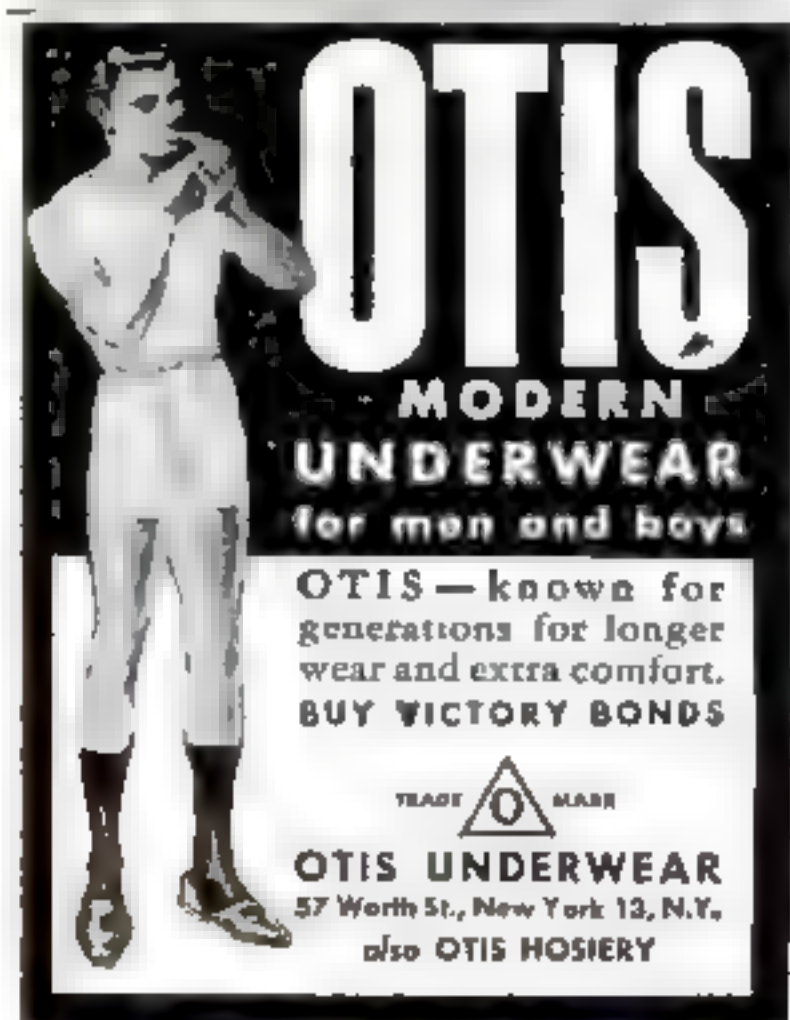
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CONTINUED ON PAGE 119



Yes—Soon! It won't be long now before you'll be relaxing as *completely, as luxuriously* as this young man on his Beautyrest mattress!

For Beautyrests—made by Simmons Company—are coming back in all their marvelous cushioned luxury.

Once again you'll be able to drift off on Beautyrest's famous coils. 837 of them, still individually pocketed to yield independently to every curve and turn of your body and provide you with wonderful, restful "mid-mattress comfort"—clear to the edges. And thanks to that patented "sag-proof" border, Beautyrest's deep sides stay always firm and resilient.

So—if you possibly can—wait for a Beautyrest! It won't be long now. But if you just can't wait, buy one of Simmons' other fine mattresses—made as only Simmons can make them! The name "Simmons" on a mattress is your assurance of good workmanship and restful relaxation.

BEAUTYREST—The World's Most Comfortable Mattress!
Made by **SIMMONS COMPANY**

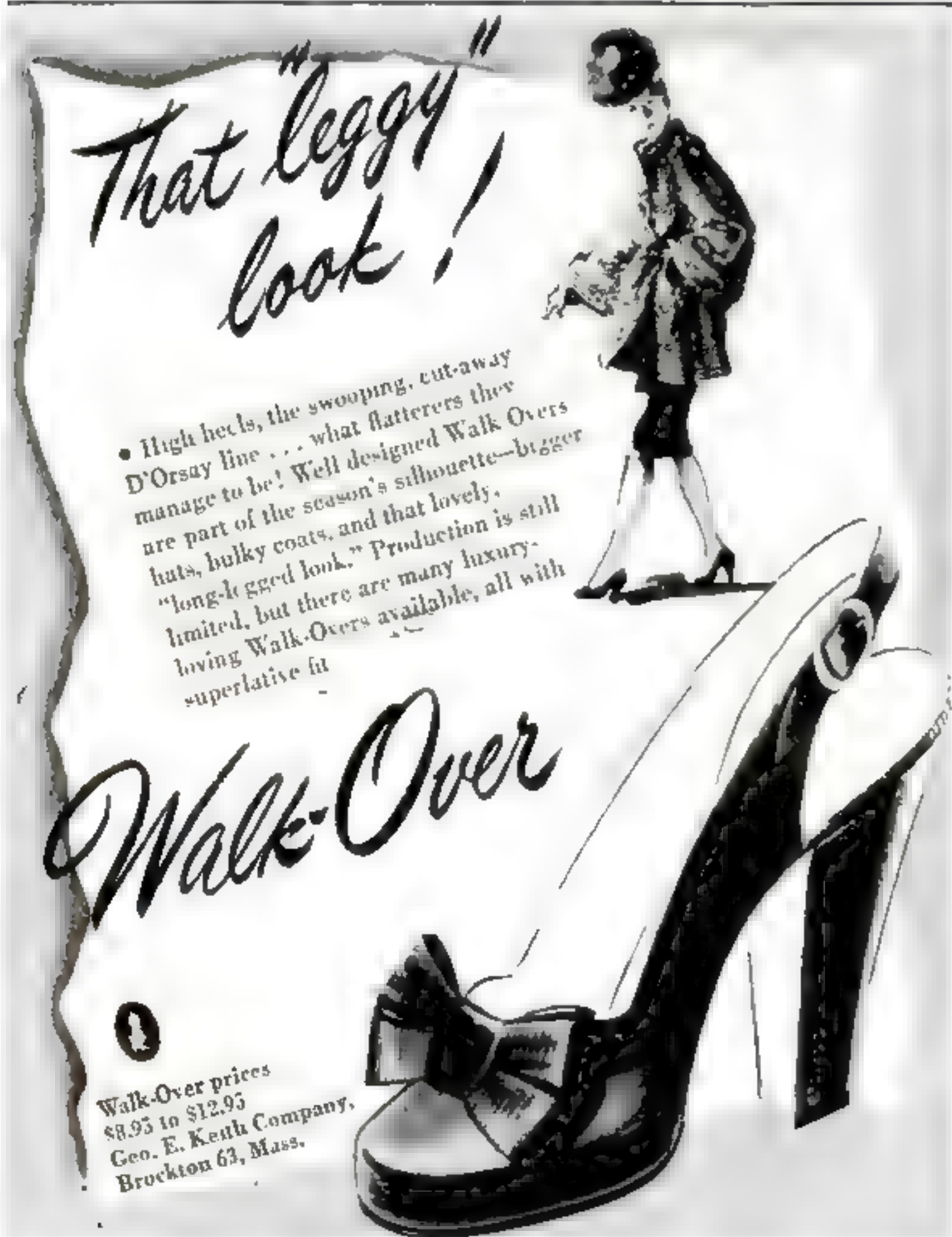
P.S. We can offer, too, a limited number of Beautyrest Box Springs, at \$39.50.



"Isn't it wonderful? I get constant police protection for my **K-M electrical appliances!"**

For the sensational new appliances of tomorrow—watch **K-M**! In the future, as in the past, electrical wizardry combined with 20 years of manufacturing skill will make **K-M** the outstanding value in the appliances field. Buy War Bonds and speed Victory!

KNAPP-MONARCH
MAKERS OF DEPENDABLE ELECTRICAL SERVANTS FOR 20 YEARS



That "leggy" look!

• High heels, the swooping, cut-away D'Orsay line . . . what flatterers they manage to be! Well designed Walk Overs are part of the season's silhouette—bigger hats, bulky coats, and that lovely, "long-legged look." Production is still limited, but there are many luxury-loving Walk-Overs available, all with superlative fit

Walk-Over

Walk-Over prices \$8.95 to \$12.95
Geo. E. Keith Company,
Brockton 63, Mass.



THE RANK FAMILY: (from left) Ursula, 26; Mr. Rank; Mrs. Rank; Shielagh, 22. Mrs. Rank's father was lord mayor of London. Shielagh recently married an American.

J. ARTHUR RANK CONTINUED

at Reigate. He calls his pupils "my children" and on Sundays bicycles to his school with his lunch in a basket.

About 1935 Rank decided that what religion needed was dynamic presentation. Motion pictures were the most obvious medium for this and, together with his father and some like-minded people, he subscribed capital for the production of religious films suitable for Sunday schools and churches. Some of these were costume affairs based on familiar Biblical subjects, others contemporary stories with a highly moral purpose. Later he branched out into production of special children's films, and it is said that these surpass anything of the kind made in the U.S. Certainly his investment in films to promulgate religion and good works has been at least as valuable as Father Rank's vast but inert endowments (estimated total \$20,000,000) to Methodist institutions.

The zeal of Rank the Missionary opened up to Rank the Businessman the whole wonderful world of show business. Soon he was buying theater chains and studios wholesale. Studying the economics of the business, he noted that the one-way flow of money from England to Hollywood created a steady drain on the trade balance of the Empire. Rank soon decided to save not only the spirit but the Empire with motion pictures.

His trip to the U.S. was prompted by this ambition. It had three main purposes. One was to study Hollywood movie making, which in point of technique and equipment he found much superior to English operations. A second was to carry on negotiations with a number of American picture companies. The third was to gather impressions of the American public in order to learn why most English pictures have had very limited popularity here and what could be done to remedy the situation.

He analyzes the U. S. audience

Rank had made a fairly extensive study of this before he left England. Through the son of Spyros Skouras, head of 20th Century-Fox, he met and entertained a good many GIs at his country place and found out what they liked and disliked about English pictures. Meanwhile, minions scattered around the U.S. were making quiet surveys of American audience preferences. In brief, American objections to English films were that the action was too slow; that they had too much dialog; that the actors talked too fast; that the accents and vernacular were hard to understand; that the actresses looked dowdy; that the actors were "effeminate"; that the physical quality of the product itself was often inferior.

Rank is secretive about his studies of American tastes, saying that his information "cost too dear" to be given away. However, he seems to have been impressed by Americans' tendency toward exaggeration—a trait which he ascribes in part to the size of the country and the topographic and climatic contrasts. "You know, everything over here is so much bigger," says he. "I suppose Americans are so used to things being big that they think of them as even bigger than they really are. Now, for example, consider the way your advertisements play up the size of the—ah—female bust."

Among other things, Rank has composed a glossary of "Americanisms" for his producers, and henceforth when dialog contains a phrase like "Give me some petrol" it will be changed to "Fill 'er up." Rank himself is still learning the American language and was surprised to learn that one of his new pictures with the odd title *Fanny by Gaslight* might have to be rechristened for the U. S. market. "In America, Fanny evidently means the human posterior,"

CONTINUED ON PAGE 112



KEEP ON BUYING VICTORY BONDS

"Meet Daisy, my dressmaker!"

It's a far cry from Paris to a pasture. But in the world of fashion, Daisy's quite a figure!

Chances are, you already own one of her "creations" . . . a soft little dress, a trim suit, perhaps a cozy housecoat. In the lining or on the price-tag, it's identified as *Aralac*.*

Aralac is another exciting product to be conjured from a pail of milk. Spun from the casein particles into fleece-light strands, its composition is much like that of wool or fur. It boasts the *liveness* common to protein fibers. Weaves into fabrics that are colorful . . . smooth-fitting . . . delightful to feel.

Furthermore, they disprove a time-worn old proverb. For here's one case where you

can "eat your milk and wear it, too." While providing, by the millions of yards, a welcome new material for designers' scissors . . . *Aralac* does not divert a single glass of milk from your family's table.

In developing this versatile textile . . . out of once-discarded wastes . . . National Dairy simply carries forward a wide-ranging program to increase the usefulness of milk by-products. At National Dairy Laboratories, research goes on each day to improve the processing of cheese, butter, ice cream. A continual effort to find new and better ways to bring you milk, nature's most nearly perfect food, in all its forms.

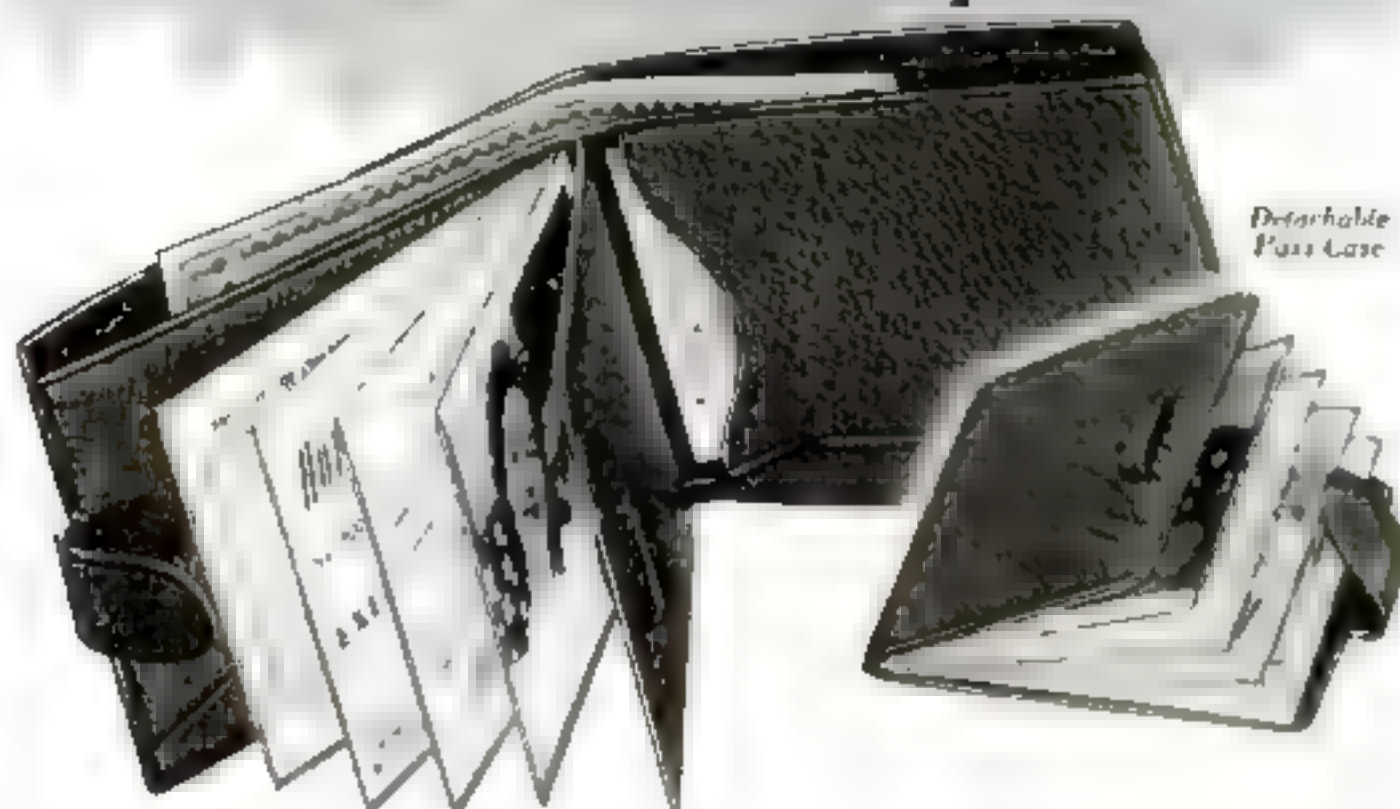
*Reg. U. S. Pat. Off.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



**NATIONAL DAIRY
PRODUCTS CORPORATION**
AND AFFILIATED COMPANIES

Your wise choice
is the billfold men prefer



Detachable
Pass Case



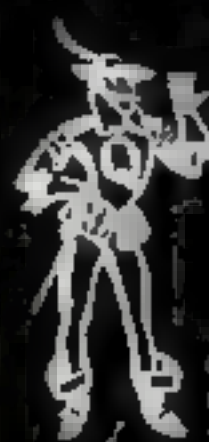
PRINCE GARDNER Registrar



Favorite of men everywhere! . . . as proven in a recent department store survey. Favored for its superb craftsmanship and unique conveniences. Insist on Prince Gardner Registrar—for yourself and for gift giving. Shown in Genuine Embossed Pigskin \$5. Others to \$20, plus tax. PRINCE GARDNER, Dept. 22, St. Louis 10, Mo.

CREATORS OF PRINCESS GARDNER REGISTRAR FOR WOMEN

"It's a matter of **GOOD TASTE!**"



It takes a fine binding to do justice to a fine book. And it takes Don Q to

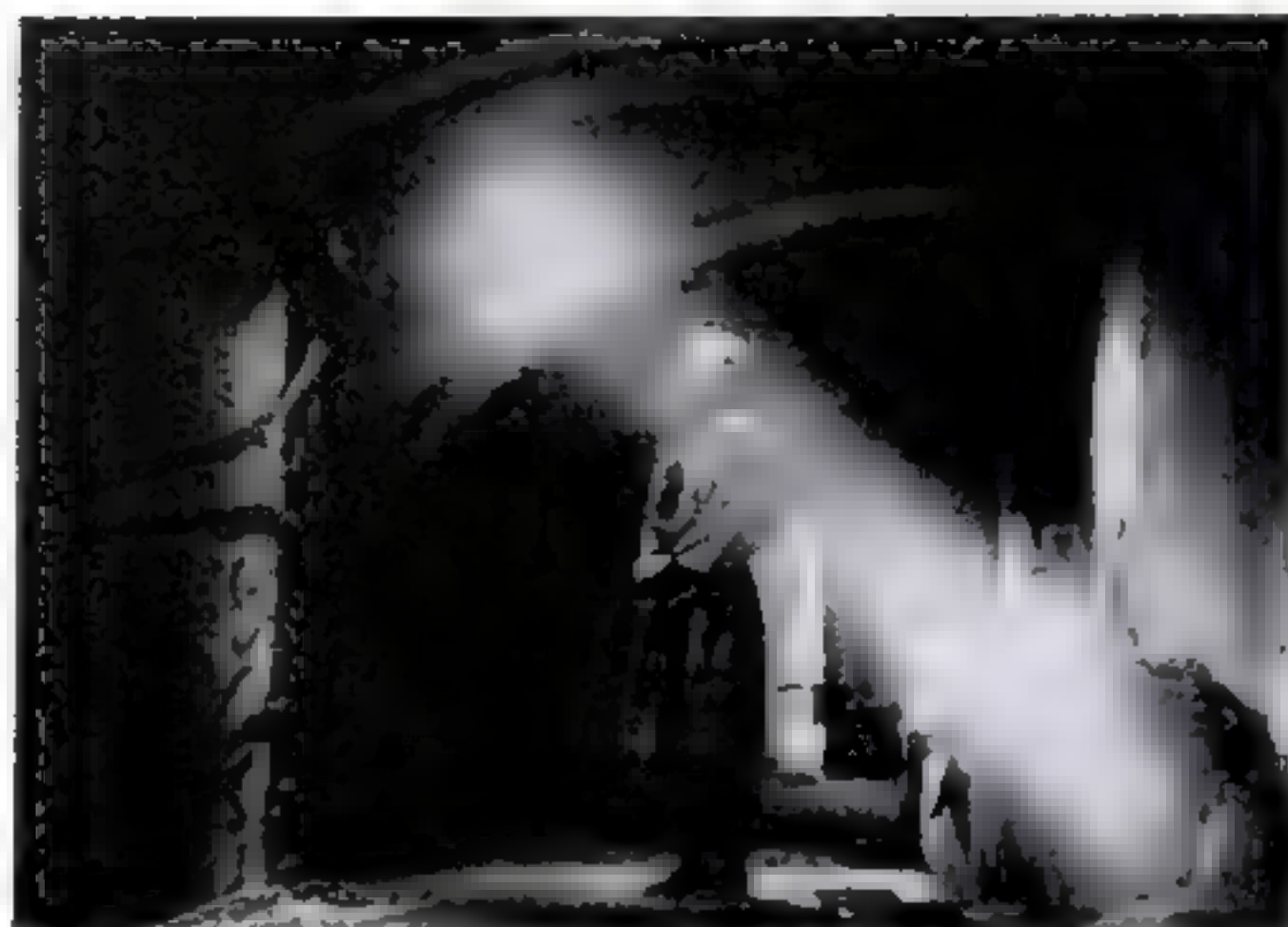
do justice to any rum drink. Enhance the flavor of your rum drinks with Puerto Rico's favorite quality rum.

86 PROOF

DON Q RUM

Product of DESTILERIA SERRALLES, INC., Ponce, Puerto Rico, U. S. A.

SOLE U. S. DISTRIBUTORS: Schieffelin & Co., NEW YORK CITY - IMPORTERS SINCE 1794



RELIGIOUS PICTURES are Rank's specialty. The *Life of St. Paul* (above) turned out to be highly popular and profitable. It is rented to churches and church schools.

J. ARTHUR RANK CONTINUED

he mused, with the air of one who has stumbled upon a great discovery.

If Hollywood found Rank less fearsome in the flesh than it had expected, this did nothing to soothe its alarm about him. In normal peacetime years the net income from U. S. box-office receipts barely meets the cost of most Hollywood pictures. Profits come almost wholly from the foreign market, of which the British Empire is by far the most important segment. Any threat to this revenue thus would have serious repercussions in the industry.

On the other hand, the domination of English screens by American films has worried the British for a long time and never more than today. Due to the war England's financial situation is about the worst in a century. She cannot afford continuing adverse trade balances, and the disparity between imports and exports is especially noticeable in the case of films. Logically, with Hollywood heavily dependent on exports to England, the British industry ought to be able to count on some proportional revenue from America. But this never has materialized. American film rentals in England have been running between \$50,000,000 and \$80,000,000 yearly, whereas English films in the U. S. ordinarily total a paltry million or two.

Furthermore, motion pictures probably are the greatest single stimulant to the export sales of a nation's products. This is especially true of consumers' goods—automobiles, washing machines, household gadgets and so on. By reflecting the customs and tastes of a people (no matter how incorrectly) they become cumulatively the most effective of all ambassadors. Up to now British prestige and British trade have depended on the navy and on control of strategic areas around the world, but in the future neither the navy nor the colonies will retain their past importance. "Trade used to follow the flag," say the British. "Now it follows the film."

English films languish in U. S.

Many English producers say that the American film companies (which control many U. S. theaters) are in a silent conspiracy to hamper, if not prevent, the showing of any foreign movies in this country. American producers shrug and point to the box-office record of the British product. Good English pictures usually score great critical success in the big cities ("a hit at the 55th Street Playhouse" is a jape in the trade) but languish in the provinces. Apart from the objections mentioned before, English pictures are handicapped by a lack of big stars, for promising English talent hitherto has gone to Hollywood by default. Greer Garson, Cary Grant, Ronald Colman, Dame May Whitty, Sidney Greenstreet, Vivien Leigh, Merle Oberon, Charles Laughton, Nigel Bruce and Basil Rathbone are a few representative British imports. Presumably they would have become popular in the U. S. as English stars in English pictures if there had been any continuous production in England to employ them. As it was, talent worked on a casual basis, being hired for a single picture and then not making another for some time. Furthermore, the English industry never has had any publicity and exploitation machinery to make "oomph girls" and "elephant boys" in the Hollywood manner. Indeed, Rank never had heard of an "oomph girl" before coming to the U. S. but has added the term to his collection of strange Americanisms.

Rank now has inaugurated continuous production of high-budget

CONTINUED ON PAGE 113



Desert Cold

WHEN the thermometer threatens to boil . . . and exertion invites sunstroke . . . that sign, "Ice," almost means *life*.

Where there's ice there's hope. Meat, milk, butter and eggs keep fresh. Drinking water frosts the glass. People can make the heat—and like it.

In oasis towns of the hot Southwest—and hundreds of other towns and cities throughout eleven Western States, Shell supplies "the makings" of ice—not only for homes, but for the refrigerated "fruit express" that carries the choicest produce of Western orchards and gardens to market . . . for local frozen food storage lockers . . . even for ice skating rinks!

At Shell's production center, petroleum gas is cracked to get hydrogen. Air is compressed until it becomes liquid—to get nitrogen. The combination of these, three parts hydrogen to one part nitrogen, is *anhydrous ammonia*—the refrigerant that makes ice . . .

It is one of those "strange but true" facts that the same combination of hydrogen and nitrogen—used as an enricher of soil—can multiply the harvest. Although Shell is the major producer of ammonia for use in the Western States, Shell's production for refrigeration is many times greater. A few desert oases produce better crops than any other—Shell sees them to market in peak condition.

* * *

Another not so benevolent, but important, destination of Shell's ammonia was Tokyo. It enters TNT, the business end of demolition bombs. The volume for that purpose was strictly secret—refrigeration makes refrigeration seem like child's play.

For a trucking business, there's no other side of the thermometer that makes the even larger and pricier the explosion that the cry place a Jap

destroyer—all coming from the same materials, the same research! It's a fantastic world . . .

Look to Shell Research for finer gasoline and motor oil . . . Shell's wartime leadership in petroleum research and technology is your assurance of finer fuels and lubricants for your car. When the time comes, your Shell dealer will be ready.



There is only one

Pan-Cake Make-Up...the original
created by *Max Factor Hollywood*



★ *It creates a lovely new complexion*



★ *It helps conceal tiny complexion faults*



★ *It stays on for hours without re-powdering*

Look for a lovelier *you* when you look in your mirror after your very first make-up with "Pan-Cake". You'll see for yourself how "Pan-Cake" gives your skin a softer, smoother, younger look, how it helps conceal tiny complexion faults, stays on for hours without re-powdering...yes, does everything you've always wanted make-up to do. So, make up with "Pan-Cake" today...you, like millions, will instantly approve this new make-up fashion.



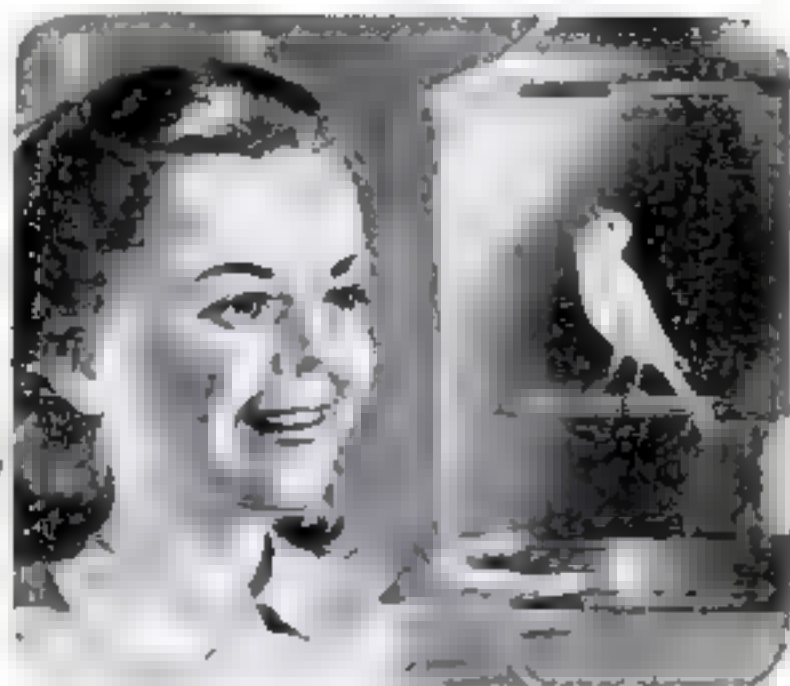
Pan-Cake* Make-Up

AN EXCLUSIVE FORMULA PROTECTED BY U. S. PATENT NOS. 2034697 2101834



* Pan-Cake...Trade Mark Reg. U. S. Pat. Off.

ORIGINATED BY **MAX FACTOR HOLLYWOOD**



FOR HER BIRTHDAY

Give a Canary "The Singing Pet"

So perky, lively and cheerful, a canary will find a warm place in the heart of any boy or girl. These little songsters are perfect gifts... living gifts that keep on giving joy and companionship to brighten the home. So for her birthday, present her with a canary, "The Only Pet That Sings!"



LARGEST SELLING BIRD SEED IN U. S.



DON'T FORGET DON'T FORGET

Don't forget to keep looking
for this famous label.
You'll see it again
on your grocer's shelves.



THE SANDWICH SPREAD OF THE NATION
Bred with the devil... but fit for the gods!

J. ARTHUR RANK CONTINUED

pictures and has a stable of talent to play in them. Under long-term contract to him are some 20 actors and actresses of stellar possibilities, and one of his actors, Stewart Granger, has become a *success* *fox* in England, though his appeal to U.S. audiences has still to be proved. Rank thus feels ready to compete with Hollywood, and his bargaining position is powerful. He now owns more than 600 of the 4,500-odd theaters in England and most of these are first-run houses strategically located in large cities. To supply them with products he controls virtually all the studio facilities in the country. In the U.S. he bought a 25% interest in Universal Pictures, making him the largest single stockholder, but this did not prevent him from concluding an advantageous deal with RKO. He has his own "showcase" in the Winter Garden, which will be managed by United Artists. Finally, he has an elaborate arrangement with David Selznick whereby he will help finance pictures to be made by Selznick International Pictures of England, Ltd., a new company with Rank as board chairman. The first of these Rank-Selznick productions will be *Mary Magdalene*, starring Ingrid Bergman and Joseph Cotten, and will be made in Britain and Palestine on a \$5,000,000 budget.

Few hits, several errors

Quite likely Rank will be raised to the peerage for his efforts but so far his Empire-saving has not been too successful. Rank ventured into the field of general-entertainment pictures about 1937 and since then has turned out 83 full-length features. Few of these are familiar to U.S. audiences, but he lists as his American "hits" *The Invaders*, *In Which We Serve*, *Spitfire*, *The Silver Fleet*, *Mr. Emmanuel* and *Colonel Blimp*. Most of these were warmly praised by the critics, but only *In Which We Serve* and *The Invaders* made substantial box-office successes. The former, a eulogy of a British destroyer, was written, produced and directed by Noel Coward, who also played the leading role. It was voted the best picture of 1942 by the New York Film Critics Circle. *The Invaders* was of lesser quality, but starred Leslie Howard and was an action picture with a locale familiar to Americans—Canada and the northern reaches of the U.S. On the other hand *Colonel Blimp* was too slow-paced for the American audience. Publicity was not only ineffective but actually misleading and, in the words of a *Variety* reporter, the picture "died a deplorable death" at the box office.

A few millions one way or the other obviously make little difference to Rank, and currently he is spending money on a scale which makes the most open-handed Hollywood producer look like a cheap skate. He is importing as many Hollywood actors, directors, producers and technicians as he thinks he may need and apparently will pay any price to get them. He also is planning to modernize his studios with the newest photographic, sound and lighting equipment and is dickering with Bell & Howell to insure delivery. Finally, he already has a definite program for installing television in his theaters. He expects to have black-and-white television five years from now,

CONTINUED ON NEXT PAGE



BLITHE SPIRIT

Rank is using this film as the spearhead of his invasion of the U.S. To get it off to a big-time start, he obtained Broadway's historic Winter Garden for its American opening this week. *Blithe Spirit* is based on Noel Coward's play about a troublemaking ghost who swings chairs, breaks flower vases, goes on ectoplasmic rampages. Made during the London bombings, it cost \$1,100,000.

PREMIER AWARDS

Languires is the world's most honored watch and only Languires

watches have won highest honors at 38 world's fairs

Product of Languires Watch Co., New York, Montreal, Geneva

color television in six or seven years and three-dimensional color television within ten years. Coaxial cables will transmit the images direct from the central studio to theater projection rooms, thus making it possible to show a single print of a picture simultaneously in hundreds of theaters.

These manifold projects and maneuvers have kept Rank extremely busy and this is entirely to his liking. One of his associates says that his outstanding characteristic is the ability to make people like him "in spite of his appalling virtues," of which the chief one is a fantastic capacity for work. In England, Rank's normal day commences at 8:30 a.m. and rarely ends before 1 or 2 the next morning in his suite at the Dorchester. He works even while being driven from office to office and has the door open and is ready to leap out while the car is still moving.

Rank keeps the details of his enterprises under close personal scrutiny and does not delegate much to others. He has no "indispensable" private secretary and his "office" consists mainly of four heavy brief cases which he carries with him wherever he goes. Somehow he can find immediately any paper he wants, even though the documents in the brief cases pertain to the intricate affairs of no fewer than 60 different companies in what is accurately called the Rank empire. For Rank's motion-picture activities are only one part of his total role. The source of his fortune, Ranks, Ltd., mills about one-fifth of the flour consumed in England. Furthermore, the Rank empire includes such strangely assorted businesses as the Anglo-Belgian Produce Co.; the B. I. Transport Co., Ltd.; the Birkenhead Silo Co., Ltd.; Sunbeam Milk Bars, Ltd.; Methodist Newspapers, Ltd.; and many others. All these are apart from the 20-odd companies in Rank's banyan movie empire.

Thanks to his equine constitution, Rank carries this load with no apparent effort. He never seems to need rest and has been sick only once in his life when at the age of 40 he was smitten simultaneously with peritonitis, gas gangrene and paralysis of the bowels. This affected the pigmentation of his hands, which are still curiously mottled. Doctors despaired of saving him. After trying more orthodox remedies without success, they prescribed large doses of brandy,

CONTINUED ON PAGE 118

Smoke Smudge

quickly erased...



by its longer polishing action!

Are your teeth discolored by ugly smoke smudge—or other surface discolorations? Then make these 3 discoveries:

- 1 Most dentifrices disperse and stop polishing long before you finish brushing your teeth
- 2 Your teeth need longer polishing action
- 3 You get this longer polishing action from Iodent No. 2, made by a Dentist. It contains millions of tiny particles scientifically treated to safely polish teeth up to 100 times. They do not dissolve—but it goes on as you brush. It's the way a jeweler polishes precious jewelry.

Watch the natural sparkle of your teeth return. You'll see why Iodent No. 2 is America's favorite for teeth hard to brighten. Tooth Paste or Powder.

IODENT

and for teeth easy to brighten—especially children IODENT No. 1.

Tops for TOUGH BEARDS

Complete DURHAM SHAVE KIT \$2.00

For beards as tough as steel, use the world's most famous razor. The D. D. D. Razor is the only razor that is truly safe, comfortable, and effective. It is the only razor that is truly safe, comfortable, and effective. It is the only razor that is truly safe, comfortable, and effective.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.

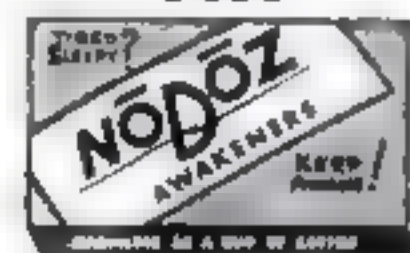
TAKE A Mental Shower

NoDox Awakeners keep you mentally alert. Refresh your mind mid-morning, afternoon, night, whenever sleep threatens. Quick-acting. One tablet effective 2 to 4 hours.

HARMLESS AS COFFEE

TRY

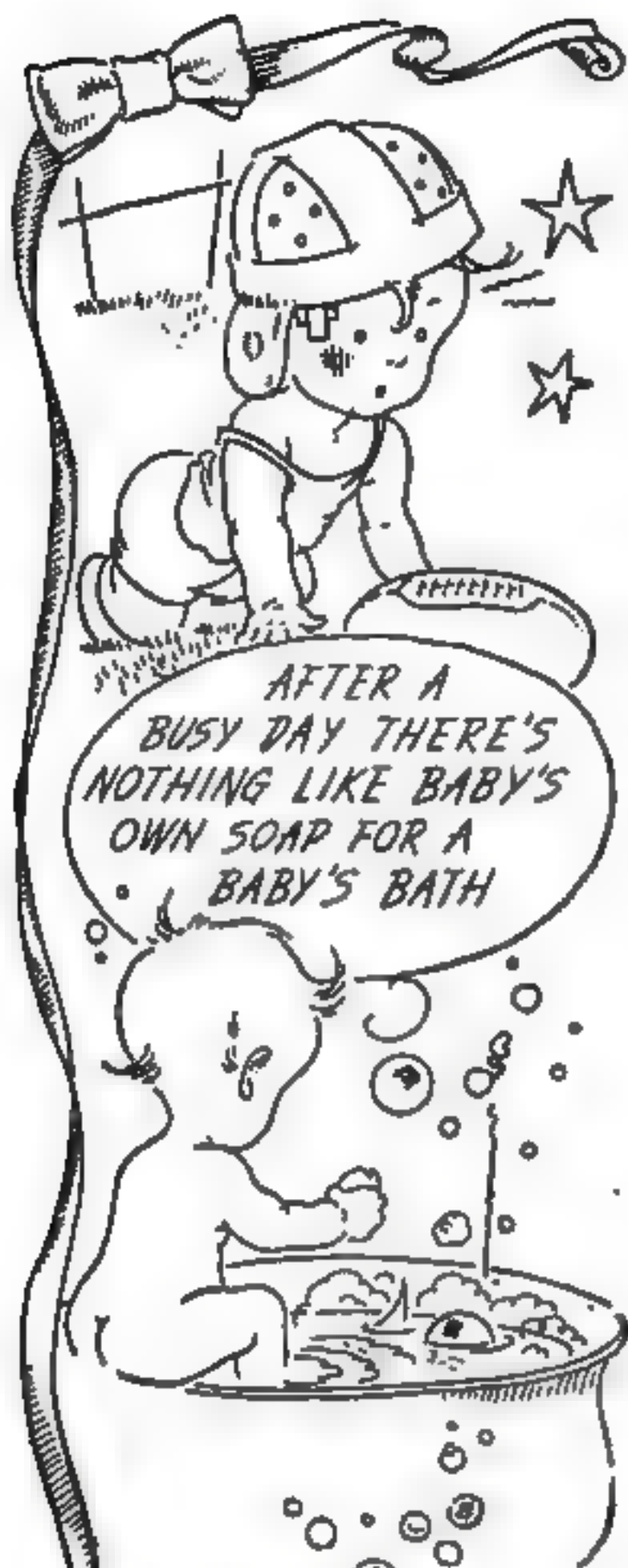
25¢ AT YOUR DRUGGISTS



Over fifty million sold since 1933. Send 10¢ for trial size. NODOX AWAKENERS DEPT. F-27 TRIBUNE TOWER OAKLAND 12, CALIF. Offer Void After Oct. 29, 1945

check Skin Torment

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid D. D. D. PRESCRIPTION. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35¢ trial bottle proves it, or your money back. Ask your druggist today for D. D. D. PRESCRIPTION.



AFTER A BUSY DAY THERE'S NOTHING LIKE BABY'S OWN SOAP FOR A BABY'S BATH

BABY'S OWN SOAP is a Good Neighbor down from Canada where it has been popular for more than 75 years. It is Canada's leading baby soap. Baby's Own Soap is as gentle as baby's touch. Lanolin in Baby's Own Soap soothes, helps prevent chafing, treats rash tenderly. A carefully controlled amount of coconut oil makes Baby's Own work fast, bubble quickly and rinse away easily. Baby's Own Soap leaves your baby's skin soft, refreshed, smooth. Start today with Baby's Own.

Baby's Own Soap



SOAP — OIL — POWDER
THE J. B. WILLIAMS CO.
GLASTONBURY, CONNECTICUT, U.S.A.

THE LUSTY LIFETIME OF A GENTLEMAN WHO WAS SOMETIMES

Quite a Rogue!



Dueling—hunting big game—and pretty girls—life's a grand adventure with

"Colonel Blimp"

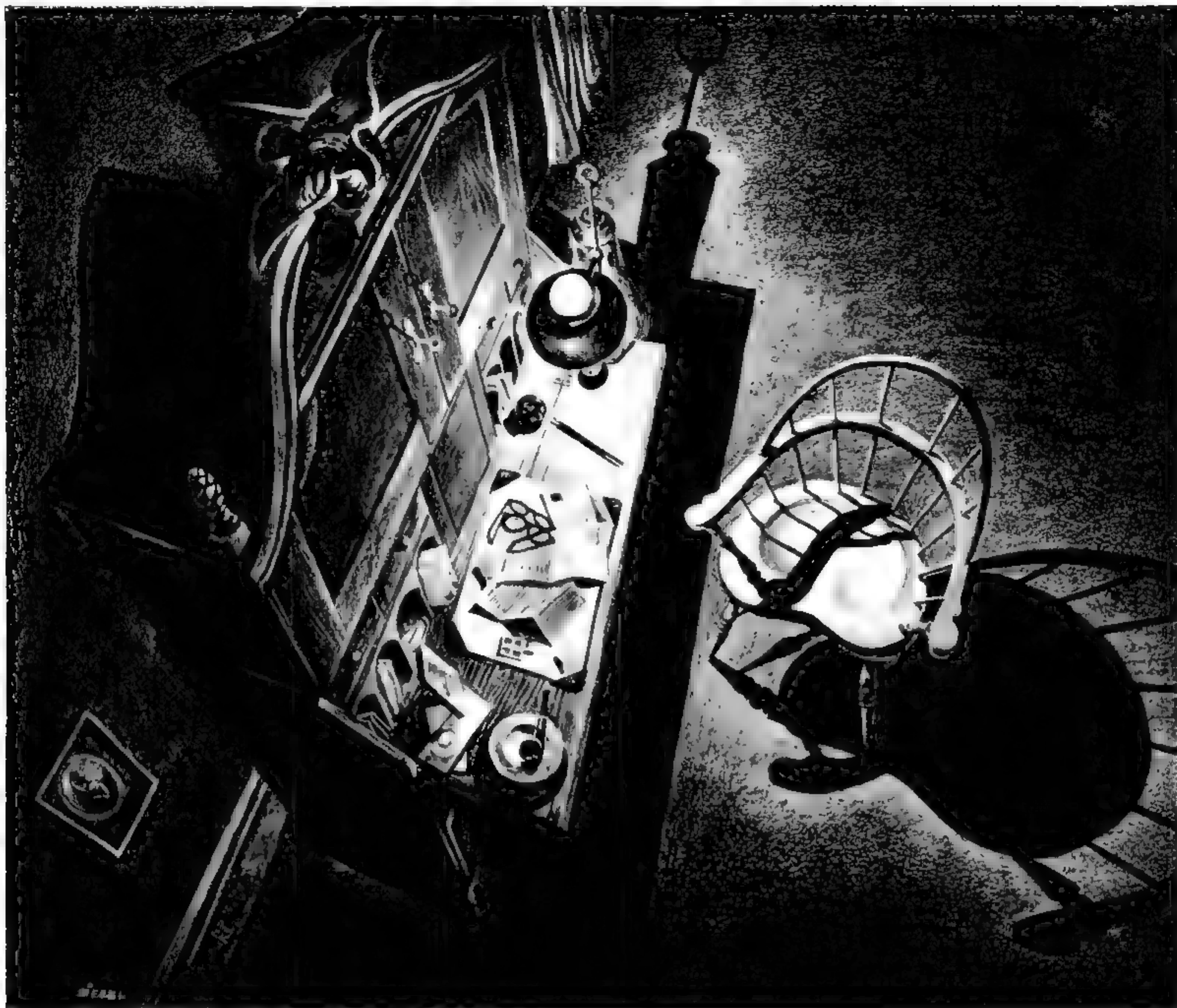
A LUSTY LIFETIME OF LOVE AND ADVENTURE IN LAYERS
TECHNICOLOR

ANTON WALBROOK • ROGER LIVESY • DEBORAH KERR

Written, Produced and Directed by Michael Powell and Emeric Pressburger

COLONEL BLIMP

Colonel Blimp epitomizes the continuing troubles English film makers have in selling their products to the U. S. Colonel Blimp, based on cartoonist David Low's famous symbol of British muddling, is a quietly excellent, well-acted and strictly nonsexey film. But to attract Americans it was introduced in the U. S. with lousy, completely misleading advertising like the flashy layout above.



How can you tell when you have too much life insurance?

You've probably seen times when you wondered if you might not be carrying too much life insurance.

By giving honest answers to the questions below, you can find out.

1. Does your life insurance provide a lump sum payment greater than needed to cover final expenses and the settlement of outstanding debts?
2. Is the monthly income which your life insurance would afford your wife more than she will need for herself and your children?
3. Have you provided too much life insurance money for your children's education?
4. Have you enough cash to pay off the mortgage on your house so that you no longer need life insurance to provide for such payment in the event of your death?
5. Does the cost of your life insurance deprive you or your family of *needed* food, clothing, or shelter?

If you can answer yes to all these questions, you undoubtedly have too much life insurance. If you can answer yes to one or more of these questions but not to all, you will be wise to review your life insurance with your John Hancock agent and have adjustments made so that it better suits your needs.

The most that anyone can do is to give his family the best life insurance protection possible in view of his income. This is why it's important to get the experienced help of a John Hancock agent. With his help, you can plan life insurance suited to your needs and income.

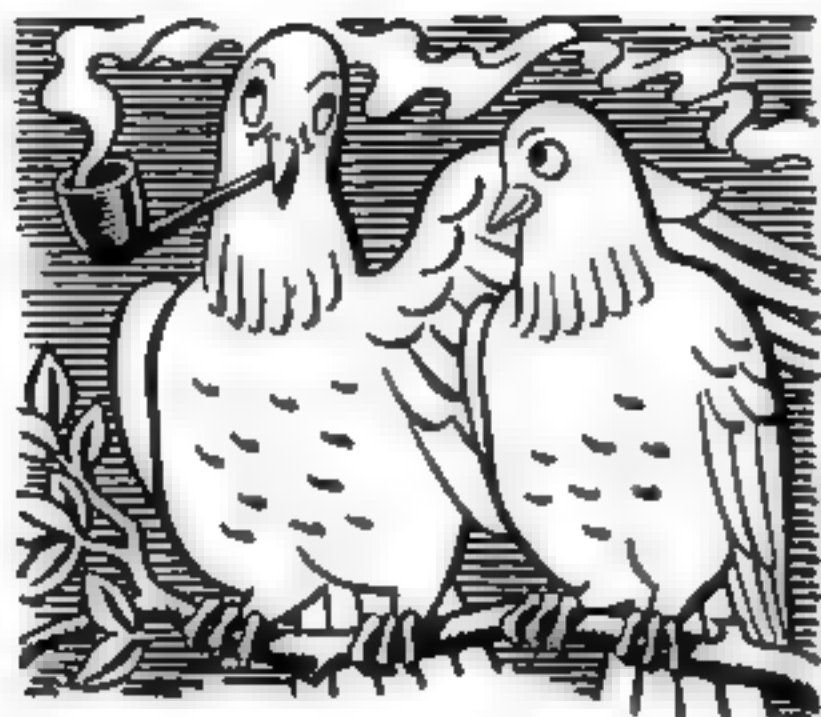
In this way, it's possible to build gradually a sound life insurance plan and to make sure that every life insurance dollar gives the kind of protection you need most.

An 80-year-old mutual life insurance company serving over 7,500,000 policyholders.

John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

GUY W. COX
Chairman of the Board

PAUL F. CLARK
President



Gentle as a Dove—

Country Doctor Pipe Mixture

the pipe smoker's

ECONOMY-LUXURY

25 Extra-pleasureful pipefuls, for **25¢**



TRY IT TODAY

If your dealer doesn't have it—write Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N. Y.

FREE
to All
AUTO
owners



196 PRACTICAL SUGGESTIONS

that will help you to get

- better gas mileage
- longer tire life
- better performance
- lower upkeep costs

Get a **FREE COPY** from
any General Motors dealer
or use the coupon below

GENERAL MOTORS, DETROIT 2, MICH.

Please send **FREE COPY** of new edition 64-page
"Automobile User's Guide"—containing 196
practical suggestions on care and operation.

Mr. _____ please print
Mrs. _____ please print
Address _____
City _____ State _____
Model of car _____
Year _____

J. ARTHUR RANK CONTINUED

and teetotaler Rank says that it pulled him through. His theory is that, because his system was unaccustomed to alcohol, the spirits had an especially powerful effect. Hence this experience did not convert him to drinking. He sticks to fruit juices or ginger ale, and each afternoon takes a single cup of tea, which he prepares by first pouring milk into his cup, then the tea on top of it. This, he says, is the standard Yorkshire method and the only decent way to make tea. Rank is also a moderate eater. He likes his roast beef well done, favors partridge that is not too gamy, is partial to apple pie and dotes on green peas, which come to his table from his own gardens from May until late September.

Like most wealthy Englishmen, Rank allows no sign of his riches to show on the surface. He has two estates—Sutton Manor, a country home near Winchester, and Heathfield, at Reigate in the London suburbs. At Sutton Manor, Rank constructed a small but tricky practice golf course and, after mastering its intricacies, he consistently took money from friends who were rash enough to play with him.

He likes to lecture people

Rank is an excellent golfer, with a seven-stroke handicap, and he also is known as one of the best bird shots in England. A keen gambler, he will wager on anything from horses to motion pictures. He plays as much bridge as he can manage, though at conservative stakes, and is the kind of player who recalls hands dealt months and even years ago. He is inclined to lecture partners and opponents in the course of the game if their play is not up to snuff. As a matter of fact, Rank is given to lecturing people on a good many subjects other than bridge and has a persistent way of trying to run other people's lives. He keeps tabs on the number of cigars and highballs his friends consume and is especially fond of offering advice on their matrimonial problems. This no doubt reflects a feeling that J. Arthur Rank is always right and that people should be given the benefit of his thinking. He has enjoyed money, power and rightness long enough to be able to make statements like "I believe I shall have Anthony Eden down to talk to our people about the foreign situation," and make them sound completely natural.

At present Rank has ten pictures in production and several high-budget films playing or nearly ready for release and destined for U. S. exhibition. The first will be Noel Coward's *Blithe Spirit* with Rex Harrison and Kay Hammond, opening at the Winter Garden this week. Because of the success of the play and its somewhat piquant theme, there seems to be little question that it will do well despite the lack of big names in the cast. But there is room for speculation about the eventual fate of the other Rank pictures. These include *Fanny by Gaslight*, with Stewart Granger; *Johnny in the Clouds*, a story of the British and U. S. air forces, with Douglass Montgomery; *Demi-Paradise*, with Laurence Olivier, and *Henry V*. The latter will have to make money in the U. S. to cover its \$2,000,000 cost, and Rank has no doubt about it. "It will be the biggest success ever," he tells

CONTINUED ON PAGE 121



FANNY BY GASLIGHT

This film is an old-fashioned, tear-jerking melodrama, the story of a brothel owner's foster daughter who fights her way through upper-class snobbishness and prejudice to marry a foreign-office toff. In it are two of Britain's big box-office names, Phyllis Calvert and Stewart Granger, both unknown in the U. S. Some of the story and perhaps the title may be changed for U. S. consumption.



HANDKERCHIEF TEST



**PROVES VITAL ZONE SPOTLESS
AND FREE FROM "GOO"—no matter
how often you smoke it!**

**HESSON GUARD
MILANO**



Just
1
Piece

You'll find **REAL BALANCED HEALTH PROTECTION** in this exclusive **ONE-PIECE** underwear... specially created for today's smart in-and-outdoor man! **JONES QUALITY Health Underwear** gives the **LIGHT** weight top most men prefer, combined with **EXTRA** weight from waist down, for protection against chilly legs. Result? Helps prevent fatigue, needless heart strain, unnecessary colds! Knit with air cell "body breathe" one-piece construction... no binding, pinching, bagging or sagging! Easy to launder. \$2 up at better stores... act NOW!

LIGHT WEIGHT TOP
where you wear most clothes
NO OVERHEATING INDOORS

EXTRA WEIGHT
FROM WAIST TO ANKLES
where trousers only are worn
NO CHILLING OUTDOORS

• FREE BOOKLET
You can be healthier,
more comfortable this
winter; write for the
Jones Health Booklet!



ANGUSTA KNITTING CORP., Dept. 1, Union 2, N. Y.

Van Heusen's famous attached collar (no-wilt yet no starch) keeps him looking crisp, feeling relaxed. Van Heusen Shirts are Sanforized -- Laundry Tested too!



Of course he always wears a

New fall stripes and colors for a change. All with Van Heusen's unchanging perfection of tailoring, fit and finish—worth waiting for if your dealer is short of stock.



VAN HEUSEN SHIRT



For action and leisure, Van Heusen Sport Shirts. Many have Van Heusen's exclusive California Lo-No collar that looks right worn open, or fits perfectly with a tie.

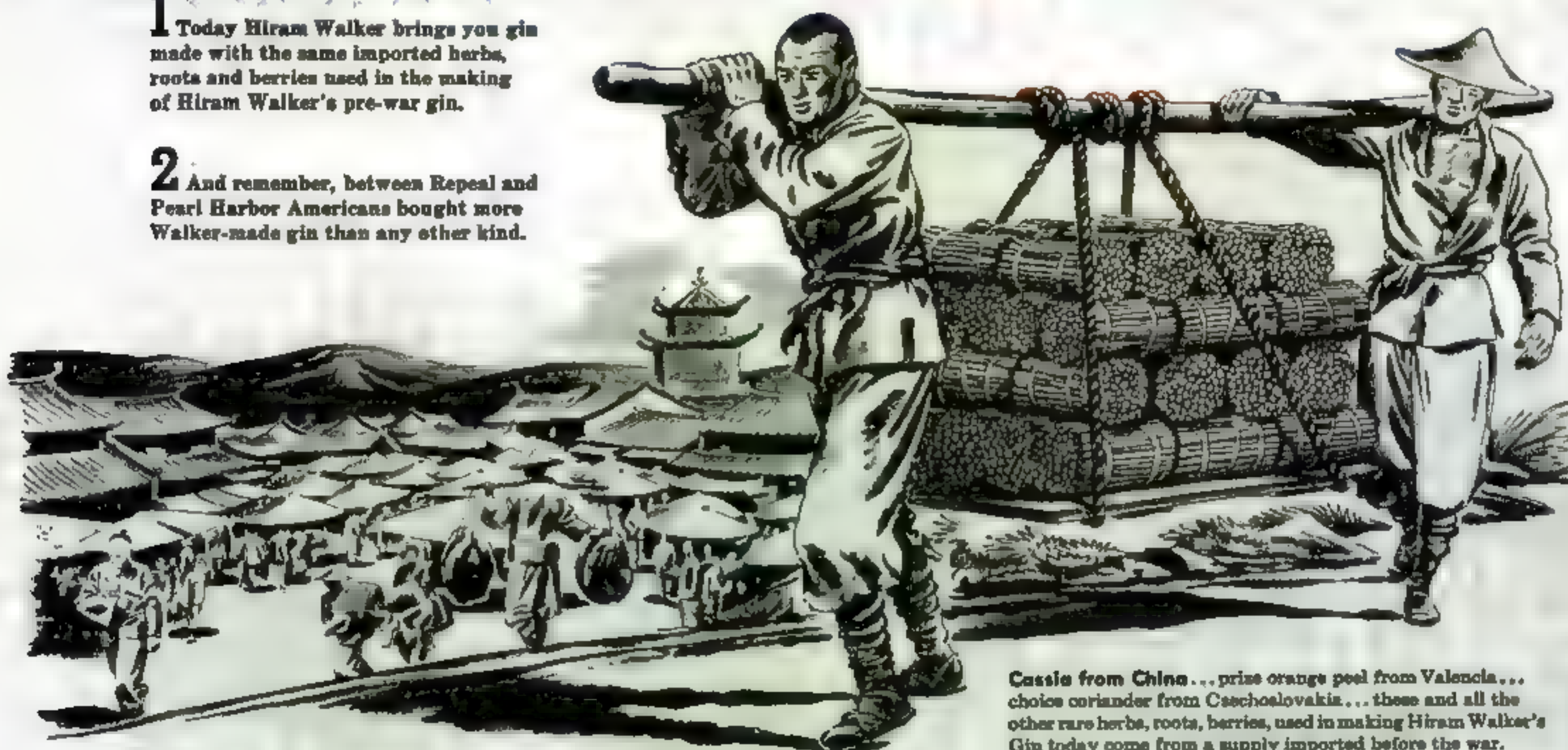


Now! The gin you've waited
3 years to enjoy!

Gin of pre-war quality made from pre-war ~~imported~~ botanicals

1 Today Hiram Walker brings you gin made with the same imported herbs, roots and berries used in the making of Hiram Walker's pre-war gin.

2 And remember, between Repeal and Pearl Harbor Americans bought more Walker-made gin than any other kind.



Cassia from China... prize orange peel from Valencia... choice coriander from Czechoslovakia... these and all the other rare herbs, roots, berries, used in making Hiram Walker's Gin today come from a supply imported before the war.



TODAY, you can once again enjoy the pleasure of real, pre-war quality gin.

For Hiram Walker's Gin is made not only to pre-war formula . . . but from pre-war imported botanicals which are unobtainable today.

The reason we *now* have these rare botanicals, like cassia from China and coriander from Czechoslovakia, is this:

Prior to the war it was always our policy to purchase these botanicals only in the best crop years—and to buy far in excess

of our annual requirements. This enabled us always to have on hand a treasured reserve.

When we suspended gin distilling in favor of war production in February 1942, this priceless reserve was carefully preserved and sealed away.

Today, it's these pre-war, imported botanicals that give Hiram Walker's Gin its real, pre-war quality. The quality which, between Repeal and Pearl Harbor, led Americans to buy more Walker-made gin than any other kind.

**HIRAM
WALKER'S** *Distilled
London Dry* **GIN**



90 proof. Distilled from 100% American grain. Hiram Walker & Sons Inc., Peoria, Ill. Copr. 1945.

J. ARTHUR RANK CONTINUED

skeptics. "Your people have a low opinion of the American public. I don't. I think if Shakespeare is done properly, they'll like it. And it is done properly." Not yet finished is Rank's most extravagant current picture—Shaw's *Caesar and Cleopatra*, also in Technicolor, with Vivien Leigh and Claude Rains. This is budgeted at an all-time high of \$5,000,000, 20% more than the cost of *Gone With the Wind*, and thus it will be a minor miracle if Rank gets his money back.

But on balance "the simple Yorkshireman" probably will come out ahead. He has the habit of making things succeed and the utter self-confidence which lets him gamble tens of millions with no worry about the final outcome. "I am a lucky man," says Rank. His belief in his luck even extends to the weather, which accommodates him to such a degree that in Yorkshire the natives put out their washing to dry when they hear he is going shooting. "They call it 'Rank weather,'" he says, "and I must say I almost never let them down."

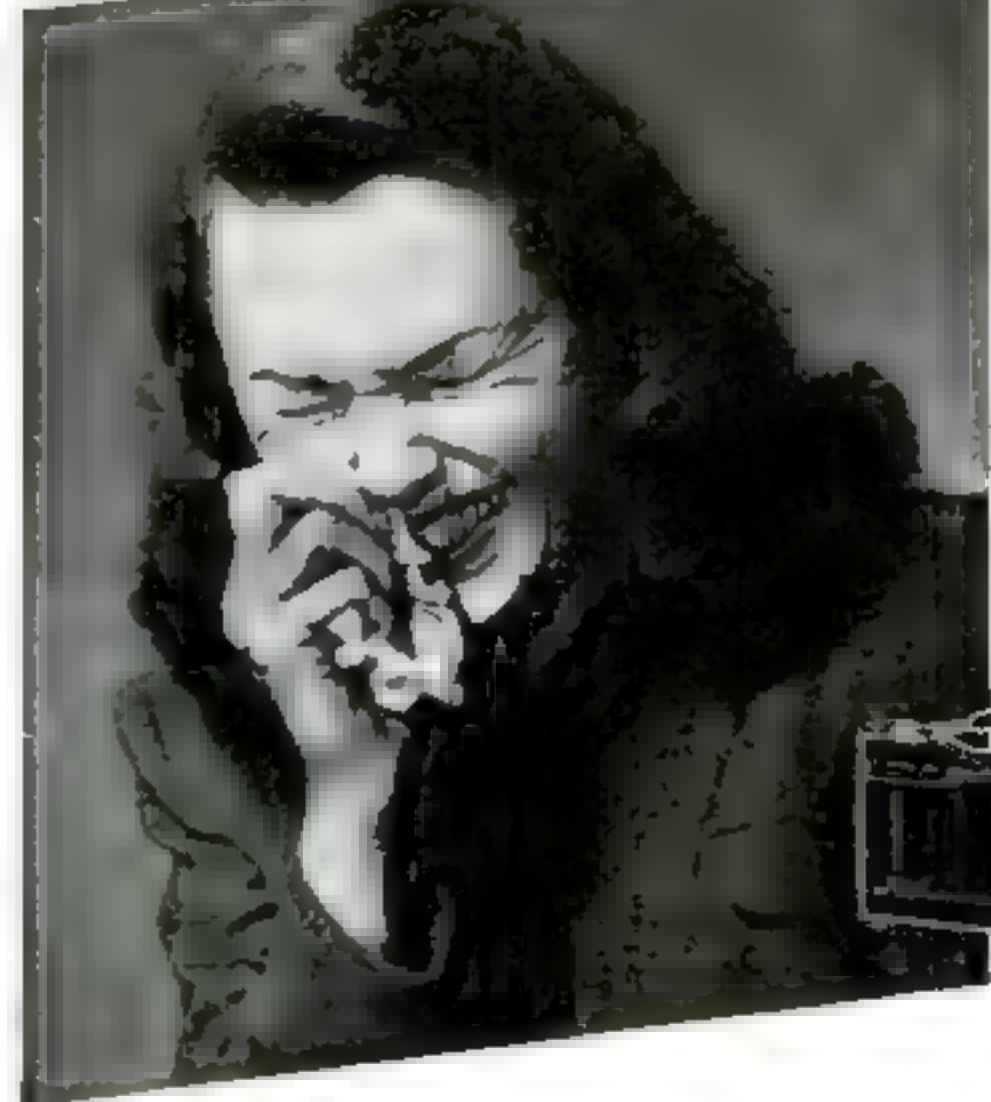
Rank would not tolerate failure indefinitely though he is quite ready to risk fortunes for the short term. The idea of any Rank enterprise not succeeding simply does not occur to him, and with the sole exception of Peterkin Self-Raising Flour he has managed to turn a profit on everything he has touched. Even in very small things he expects success. The classic illustration of this is related by a former associate. When Rank bought an estate called Pinewood as a studio site some years ago, there was a problem of profitably utilizing the residence, which was not suitable for production purposes. Rank had the idea of turning the house into a luncheon club, with members privileged to watch pictures being made in the studios. His talent rebelled at this, however, and pointed out that they were "not running a zoo. How would you like it if we sold tickets for people to come in and watch you running your mills?" Rank then decided to install a slot machine in the basement, and at the next directors' meeting he announced with high satisfaction that their troubles were over. "Gentlemen, I have good news for you," said he. "We have turned the corner at last. Thanks to the installation of the fruit machine in the basement, we are now in a position to pay a dividend on the club."



VIVIEN LEIGH AS CLEOPATRA

Most expensive British film ever made is Rank's *Caesar and Cleopatra*, based on Shaw's play, with Vivien Leigh as Egyptian queen. Technicolor and lavish settings made original budget high, wartime cost cost to more than \$5,000,000. Ship carrying equipment to Egypt was turned back home under attack. Director Pascal found the real Sphinx unimpressive, insisted on a full-size fake.

GRAFLEX made by Will Connell for Sunkist



Will Connell advises:
"Plan Pictures Slowly—
Shoot Them Fast!"

FROM Will Connell's studio come wonderfully varied photographs . . . friendly magazine illustrations . . . powerful industrial illustrations. Versatile is the word for Will Connell. Versatile and lively, too! For in his work, you sense that he caught his subject in its most appealing (or dramatic) mood.

Will Connell tells you how he does it: "You must have a clear idea of

what you are going to photograph—then you must work fast to record it! Take all the time you want to plan things, but 'shoot' fast! You'll get spontaneity . . . and your observers get the impact of being there personally." Connell's equipment includes models of GRAFLEX and Speed GRAPHIC cameras.

GRAFLEX, Inc. Rochester 8, N. Y.
formerly FOLMER GRAFLEX CORPORATION

RONSON LIGHTERS
NOW
INCREASINGLY
AVAILABLE

PRESS . . . it's the Release
. . . it's out! The famous
patented one-finger one-
motion Ronson action.

"Whirlwind" with
Disappearing Windshield

"Standard"

7 BIG FEATURES
THAT MAKE RONSON "THE WORLD'S GREATEST LIGHTER"

SIMPLICITY . . . Press—it's the Release
—it's out! RONSON'S famous patented
one-finger one-motion action. Fully
automatic! No smudged fingers! No trick
spin! No fumbling with lids!

DEPENDABILITY . . . Precision-made
to light every time.

VERSATILITY . . . Equally useful for
cigars, cigarettes or pipes—and where
ever flame is needed.

DURABILITY . . . Scientifically hard-
ened and tempered parts stand up
under a long life of hard use.

SERVICE . . . Hermetic sealing con-
serves big fuel supply. Refilling is needed
less often.

SMARTNESS . . . Handsomely styled
with quiet dignity.

SAFETY . . . Snuffer cap puts out flame
automatically, preventing accidental
fires. Ronson, Newark 2, N. J.

For Cigarettes, Cigars and Pipes

RONSON
WORLD'S GREATEST LIGHTER

Over 14 million RONSONS have been sold

★ BUILD YOUR FUTURE—HOLD YOUR WAR BONDS ★

Hold fast to your desire...

THERE WILL BE MORE ELGINS



To you who have waited for the most favored of all fine timepieces, this will come as a part of the good news of America's magnificent victory.

Elgin craftsmen, who stayed so faithfully on their job of making vitally needed precision instruments and timing devices for our armed forces, are now using their war-sharpened skills in the creation of Lord and Lady Elgin

Watches for you. It will be a while yet; the making of fine watches is a painstaking work.

But new Elgins *are* on the way . . . watches of dependable accuracy . . . watches your jeweler will be truly proud to show you.

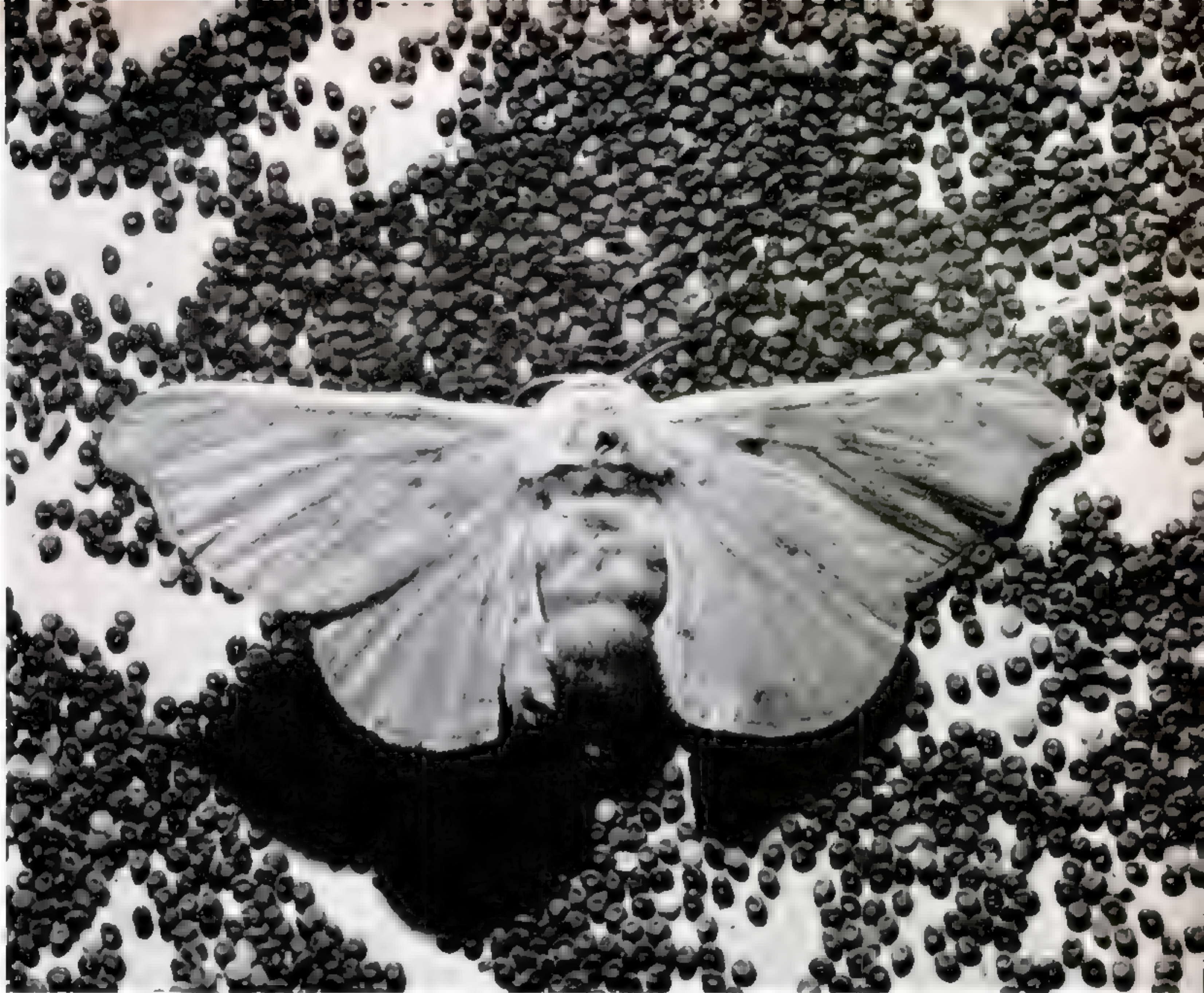
Meanwhile, foreign-made watches, many of them unheard of until recently, will vie for your attention. Hold fast to your original desire, there *will* be more of the superb American-

made Elgins. New Lord and Lady Elgins and Elgin DeLuxe models—all reasonably priced, exquisitely styled and timed to the stars!

These will be watches most satisfying to own . . . and most worthy of your thoughtful giving. *You'll be glad you waited for an Elgin.* Elgin National Watch Company, Elgin, Illinois, U.S.A. (*This is our 80th Anniversary.*)

BUY THE BONDS OF VICTORY!

Gift choice of American **ELGIN** *Families since 1865*



FEMALE SILKWORM MOTH, A TAN-COLORED INSECT, SITS ON NEWLY LAID EGGS. EGGS ARE CALLED "SILK SEED." MOTH LAYS FROM 300 TO 500 EGGS, THEN DIES

TEXAS RAISES FIRST BIG U.S. CROP OF SILK

Last month in the small town of Mineral Wells (pop. 12,500) in northern Texas the first big commercial crop of silk ever raised in the U. S. was harvested. The results of the crop, which produced silk of excellent quality, give a bright promise of launching an important new industry, one which may absorb thousands of returning veterans and handicapped workers. For centuries silk-raising has been the peculiar monopoly of Japan and China, which produce 85% of the world's supply. Although any country of moderate climate can raise the productive silkworm, the U. S. has, heretofore, been unable to compete with the cheap hand labor of the Orient in the tedious, time-consuming job of unwinding raw silk from the cocoons. Now, a recent American invention, an automatic unreeling machine (see p. 126), has removed this old barrier to producing native silk on a mass scale. With the new machine, which was invented by Gustaf Beckman of Providence, R. I., more silk can be unreeled in a week than can be unwound in 100 days by hand. The automatic unreeler may well become the cotton gin of the silk industry.

Sericulture, the art of raising silkworms, is a comparatively simple operation which any diligent child can master. The silkworms, which spin the raw product, have a life cycle of about two months. Beginning as eggs laid by the female moth (see above), they are incubated at 78° for ten

days, when the tiny silkworms are hatched. Placed in flat trays (below), the worms embark on a prodigious 25-day meal of tender mulberry leaves. One ounce of eggs—about 30,000—will have eaten 1,500 pounds of mulberry leaves by the time they have reached worm maturity. The mature worms, about two to three inches long, begin the most significant operation of their career—spinning the cocoon. Through the mouth, they extrude sticky filaments of a gummy fibrous substance to wind their bodies in a closely knit shroud, or chrysalis. Soon after cocoons are completed they are placed in a refrigeration unit to kill the worms inside. After soaking the cocoons in hot water to remove a gummy coating, the fine threads are unwound into skeins by the new automatic unreeler.



Trays of silkworms feeding on mulberry leaves are examined by company stockholders. Noise of the worms chewing leaves sounds like heavy rain falling on roof.

During the leafing season of mulberry trees, about seven months of the year in Texas, a new crop of silk is garnered every 45 days. The Mineral Wells silk organization, made up of local businessmen who put up the cash by subscription, now has 130,000 trees, expects to produce 40,000 pounds of silk next season. Cost of high grades is lower than that of cheapest prewar imported silk. A hosiery company is setting up a plant in Mineral Wells to use the local silk. The Committee for Economic Development is encouraging expansion of this baby industry despite inroads of nylon and other synthetic fabrics.



At maple sugar season in the 1850's the young folks loved to invade the sugar camp and enjoy "sugar-on-snow."

Feast on this real maple sugar flavor

Those folks back in 1850 loved their maple syrup. But they missed what we give you in Vermont Maid Syrup—uniform quality flavor, year after year.

First we select a rich, full-bodied maple sugar; then blend it with cane and other sugars. This enhances the maple flavor—makes it richer, more delicious. And uniform! Get Vermont Maid Syrup at your grocer's.

Penick & Ford, Ltd., Inc., Burlington, Vermont.



Vermont Maid Syrup



5¢

MADE FROM Real ORANGES



To spin its cocoon a silkworm starts the process by emitting glutinous fibers (top) from its mouth. Worm is set on a broomweed which acts as an anchor for cocoon.

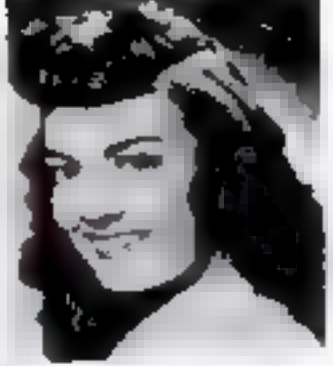


First layer of threads, which is transparent, is formed over the worm's body. Worm moves head around to spin fibers in figure-8 pattern and completely encloses body.



Final stages of spinning show the nearly completed cocoons. Process takes about four days. If completed cocoon is left alone, worm will emerge as adult moth in 10 days.

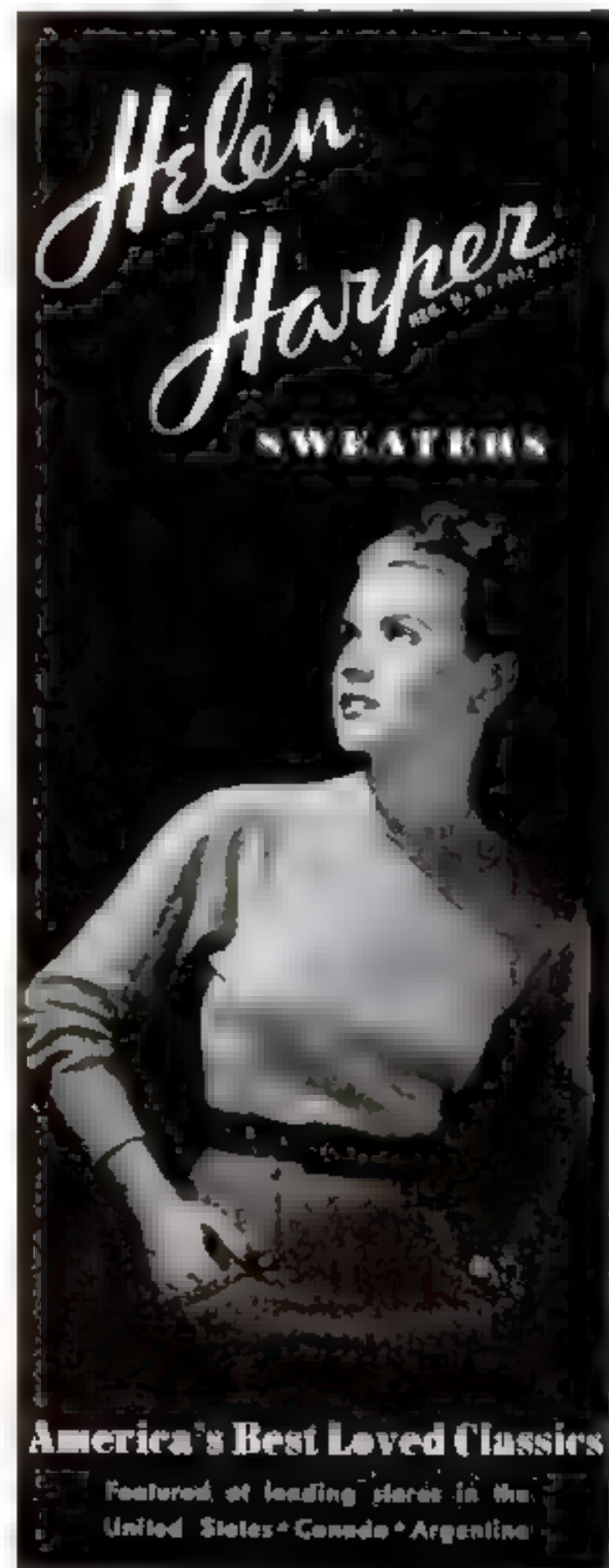
LOVELY ELEANOR CAN BE
reached as Miss Stardust
at 1945, now a Walter
Thompson Pin-Up Girl



1.39



BY THE MAKERS OF Stardust FASHION-WEAR



first hint of fall...

Meadors' PEANUT BRITTLE TIME!

Meadors'
PEANUT BRITTLE



**Down South
The Peanut Crop Is In!**

With the new peanut crop, comes the new season for Meadors' Peanut Brittle! Only the choicest peanuts are used . . . that's why Meadors' Peanut Brittle is just about the finest peanut brittle you ever tasted!

Yes . . . Meadors' Peanut Brittle is back again—a sure sign of Fall! For this marvelously delicious peanut brittle is made only during the height of the peanut season . . . September through May . . . of only the very choicest peanuts!

Such flavor! Such crunchy, appealing, irresistible candy! Sealed in its air-tight wrapper, Meadors' Peanut Brittle reaches you crisp and tender and golden brown—literally crammed full of golden peanuts! It's a treat for everyone . . . children, especially, simply can't seem to get enough!

So be sure to ask your dealer for Meadors' Peanut Brittle. Packed in one pound packages only, its arrival for any occasion is always an exciting event. Identify Meadors' Peanut Brittle through the photograph of little Angela . . . "Sac-O'-Sugah"

Meadors'

PEANUT BRITTLE

MADE WITH ONLY CHOICEST PEANUTS . . . SEPTEMBER THROUGH MAY

*Angela
"Sac-O'-Sugah"*



MEADORS' MANUFACTURING CO., GREENVILLE, S. C.

YOU'LL
ALWAYS

Keep Fit



IN *Healthknit*

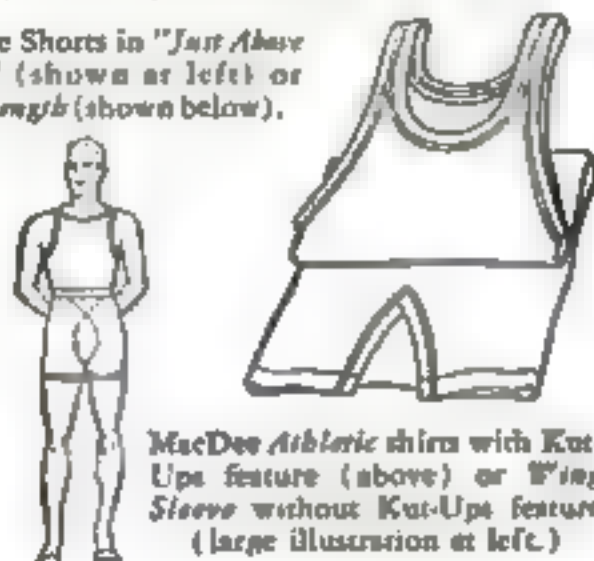
MAC DEES

KNIT TO FIT! Shaped to your body from stretchy, live yarns that give without strain. MacDee shirts with exclusive Kut-Ups feature stay tucked in without bunching.

KNIT TO LIFT! The patented Cantilever Support of MacDee shorts really does the job. Lifts without binding or chafing... gives you that smooth-tailored look.

KNIT TO LAST! of fine-combed yarns that laugh at laundrings... need no ironing. They absorb perspiration, too... help to guard your body from chills and drafts.

MacDee Shorts in "Just Above Knees" (shown at left) or Mid-Length (shown below).



MacDee Athletic shirts with Kut-Ups feature (above) or Wing Sleeve without Kut-Ups feature (large illustration at left.)

Most MacDees have been to war, but more will be available soon. Ask for them—keep asking—at your favorite Haberdasher and Department Store.

Product of Standard Knitting Mills, Inc. Knoxville 3, Tennessee

BE AT EASE IN *Healthknit*
MAC DEES

IT'S PROFESSIONAL PERFORMANCE THAT COUNTS!



Encores!
**FOR
SUPER
SHAVES!**

Acclaimed by distinguished men in all fields of endeavor, PROFESSIONAL Blades typify the fastidious shaver... men who care! Get top performance today—try PROFESSIONAL Blades. They'll give you front row center shaving delight, without scalper prices or skin irritation. Ask for PROFESSIONAL Blades—at all dealers—the blade that's top billing for the Best Shave Ever!



PROFESSIONAL BLADE CO., NEWARK 2, NEW JERSEY

Texas Silk CONTINUED



Cocoons are put in refrigerator to freeze and kill the worms inside the cocoons. A few cocoons are left unfrozen to allow hatching of the moths which lay new eggs.



The threads are gathered up after cocoons have been plunged in hot water to remove gummy cover. Each cocoon in bucket leads to thread in the operator's hand.



Automatic reeling machine unwinds silk threads from cocoons (foreground) onto bobbins. This machine makes possible low-cost production of silk in this country.

CONTINUED ON PAGE 129



Everywhere—A Mark of Distinction

MALLORY HATS

Men of affairs these days have to be well-dressed for every occasion. That's why they unanimously select a Mallory hat. Handsome, smart—Mallory hats are a mark of distinction everywhere.

Regardless of the price you pay for a Mallory, you can be sure there is no finer hat in its class. For Mallory has been making America's outstanding hats for 122 years. And never once throughout this long history has Mallory lowered its high standards of design, craftsmanship, or quality.

Best of all, Mallory hats come smiling through bad weather, for they are style-protected by Mallory's exclusive *Cravenette* process.

At fine men's stores everywhere—priced from \$6.50



"Keep on buying Victory Bonds to help keep this hat in its rightful place."

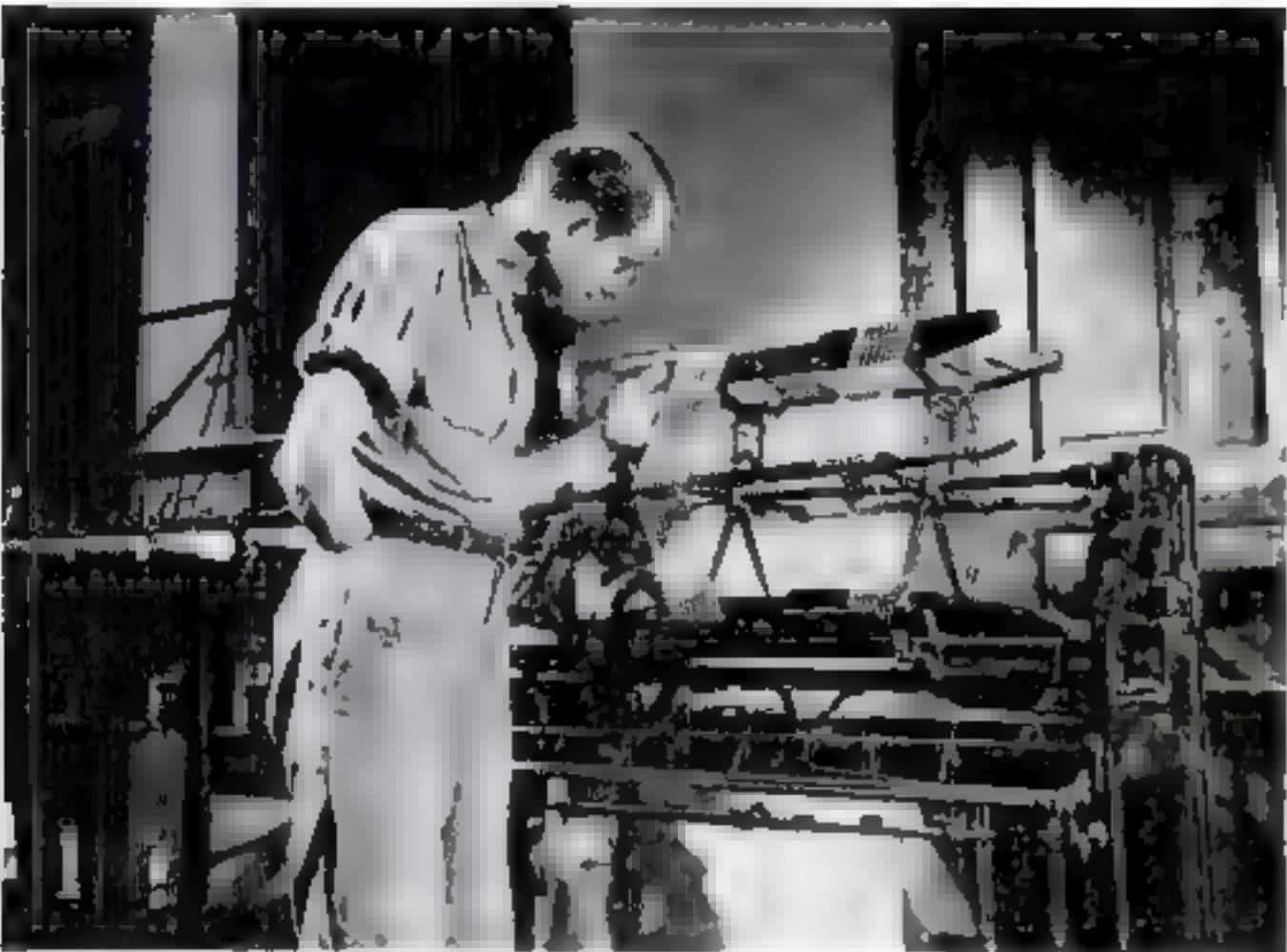
MALLORY
hats

STYLE LEADERS FOR 122 YEARS

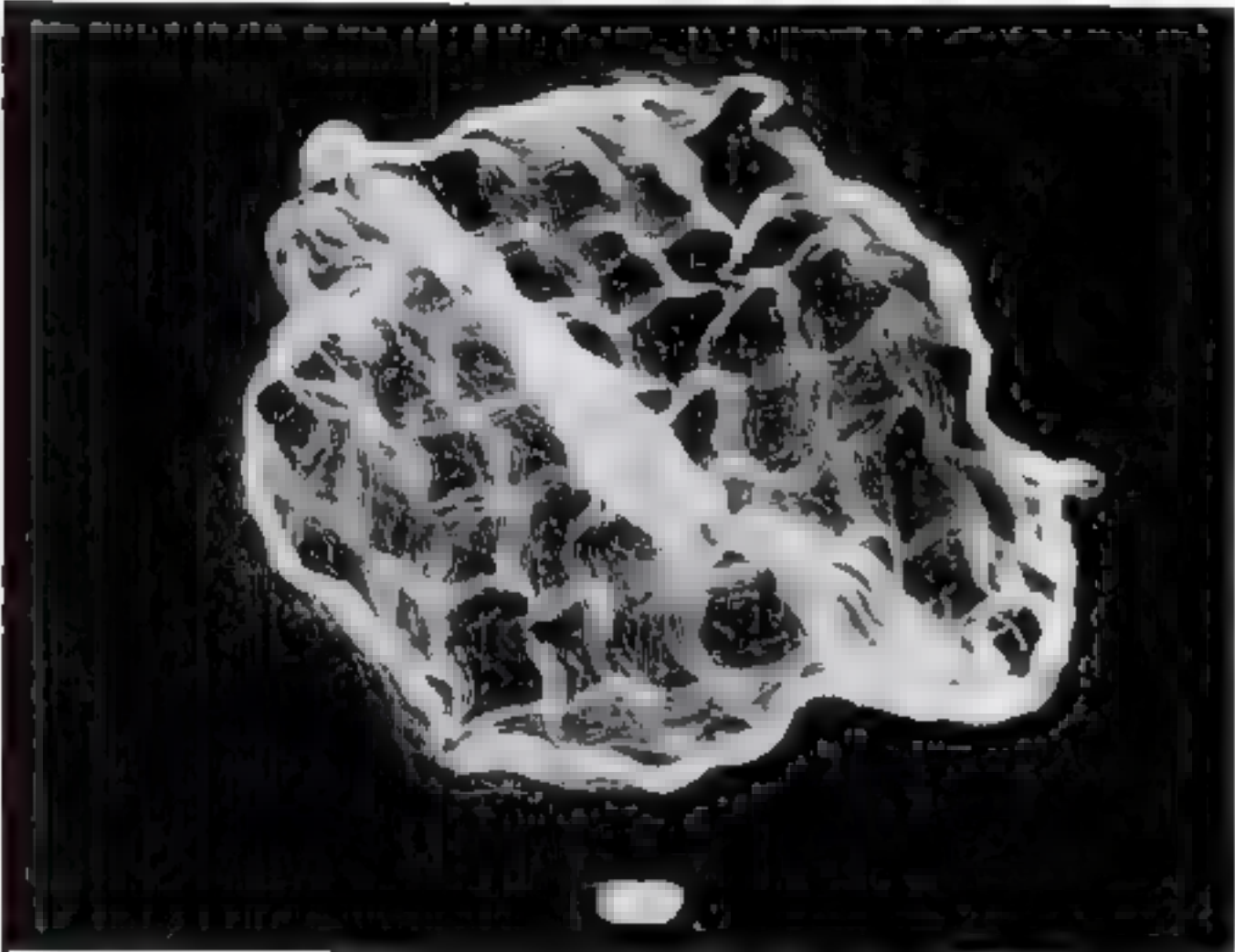
T H E A R I S T O C R A T O F B O N D S . . .



© 1945 Continental Sales Co., Incorporated, Louisville, Ky. THERE'S ONLY ONE BETTER BUY IN BONDS...VICTORY BONDS!



Skeins of silk are inspected by G. C. Jarvis, who has only one arm. Handicapped workers are used in many mechanical operations of spinning and weaving the silk.



1,000 yards of silk in this twisted skein are produced from an average-size cocoon (bottom). As many as 2,500 yards of silk have been unreeled from a large cocoon.



Pair of silk stockings was made from the silk contained in 120 cocoons. Stockings of Texas silk are of fine quality, as good as any made of imported Japanese silk.

ROYAL GOOD LOOKS!



Prince Oxford* form fitting shirts

*A Dan River fabric

A new shirt you can't beat for daily wear—everywhere! Wilson Brothers famous form fitting shirt (full through chest and shoulders, tapered at the waist), resourcefully tailored in exceptionally fine Prince Oxford cloth. (This fabric bears the *Good Housekeeping* Seal of Approval—and, of course, is Sanforized.) The collar—the popular roll-front type with long points, medium-wide spread. The colors—flattering blue, tan or green. Don't miss them! Quantities, naturally, are limited.

Wilson Wear
by *Wilson Brothers*
Chicago • New York • San Francisco

Wilson Wear
SHIRTS • FANTLESS PAJAMAS • SLEEP SHIRTS • WILCHEST TIES • RUFFLE SOCKS
SKIPPER SPORTSWEAR • KNITWEAR



Queen of the crush, Doreen Ronné, a 21-year-old Modesto girl who works as a secretary at the Gallo winery, crawls dutifully into a barrel for her coronation. For royal bath 95 gallons of

wine were poured into the barrel, in which foaming setting she received her crown. (see opposite page). Later she filled five bottles with wine from her bath, to be poured on vineyards. p. 121

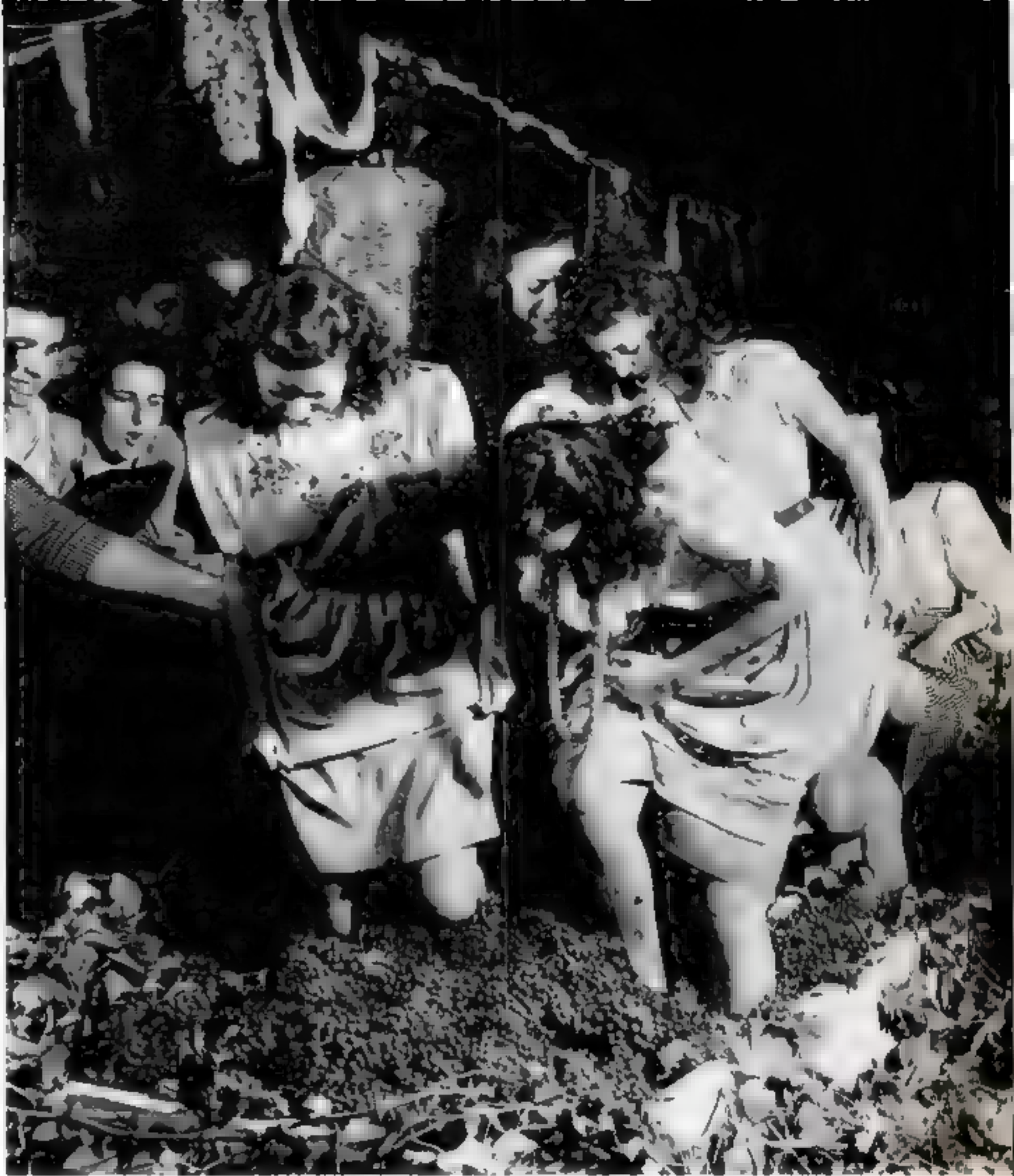
Life Goes to a Grape Crush

A California vineyard revives a bacchanalian harvest custom and bathes a queen in new wine

Every year, at the end of the California grape-picking season, the proprietors of the up-to-date Gallo vineyards in Modesto celebrate one of viniculture's hoariest traditions with a bacchanalian "crush party." Like the ancient Greeks and Romans and the present inhabitants of Mediterranean Europe, the citizens of Modesto gather in the vineyards, try their hands at age-old games of skill, look on while beautiful girls crush troughs full of ripened grapes with their bare feet, and drink themselves into a state of Bacchic delight.

Last month, with fitting solemnity, Modesto celebrated the grape harvest with its annual crush party. More than 400 guests, consuming quantities of wine punch liberally spiked with brandy, applauded while Modesto's beauty and chivalry participated in traditional autumnal rites. Maidens raced with enormous baskets of grapes balanced on their heads. Husky youths strained their Herculean muscles in classical barrel-lifting contests. Girls removed their stockings, lifted their skirts and squealed delightedly as they sloshed knee-deep in tubs of freshly picked grapes. Pursued by ardent young men, girls were caught and kissed beneath grape arbors in accordance with immemorial custom.

High point of the ceremony was the crowning of comely Doreen Ronné (opposite page) as queen of the crush. During the coronation scene Miss Ronné, attired modestly in a two-piece bathing suit, stepped gingerly into a barrel of unfermented white wine made from a blend of white grapes and took a ceremonial bath. The festivities, which started at 3 p.m., continued long into the cool California night. By the time the ceremony was over, 400-odd guests had consumed the near-incredible total of 273 gallons of wine.



Crushing grapes barefoot, an ancient method which in Europe is often accompanied by music, was taken up by five guests who tramped about in the deep trough with skirts well above their knees (above), reported that it felt good but tickled. Later, stains were partially washed off with a garden hose (below).



Queen's bath is sauterne must (unfermented juice), used instead of the fermented variety because it is foamier. Miss Ronné shivered, then shrieked, "Oo, it's cold!"



P&T
FOUNDED 1843

PARK & TILFORD RESERVE

"The Blend of Experience"

100 YEARS OF QUALITY
P&T
EST. 1843

PARK & TILFORD
RESERVE
WHISKEY
A BLEND

Behind every
bottle over
100 years
of knowing
How!

*The finest-tasting
Whiskey of its
type in America!*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.8 PROOF



Grape-filled trailers are rushed to the winery for processing. This year's heavy yield at Gallo was 40,000 tons, which will produce an estimated 4,000,000 gallons of wine.



Basket race commemorated ancient rivalry among grape pickers who got paid by basket. WAC Sgt. Terry Onkes won case of Burgundy for winning race at Modesto.



Wine from queen's bath is poured on soil of five vineyards by worker on horseback. This Gallo crush party rite is intended to increase the fertility of next year's crop.



Queen forfeits kiss in arbor. A girl caught under a bunch of grapes yielded as many kisses as there were grapes. This rule and the heady atmosphere made kissing easy.

No curative power is claimed
for PHILIP MORRIS—

but

**AN OUNCE OF
PREVENTION**

**IS WORTH
A POUND
OF CURE**

PHILIP

MORRIS are scientifically proved
far less irritating to the nose and throat.



Eminent doctors found—as reported in an
authoritative medical journal—that:

WHEN SMOKERS CHANGED TO PHILIP
MORRIS, SUBSTANTIALLY EVERY CASE OF
IRRITATION OF THE NOSE OR THROAT—
DUE TO SMOKING—EITHER CLEARED UP
COMPLETELY, OR DEFINITELY IMPROVED!

CALL FOR PHILIP MORRIS
FAR FINER FLAVOR—
PLUS FAR MORE PROTECTION

Another Airline  Confirms

CHAMPION DEPENDABILITY

Once again another leading airline confirms the better performance and greater dependability characteristic of all Champion Spark Plugs. Delta, "The Airline of the South," brings new prestige to Champions in this unusual tribute;

"SINCE CHANGING TO CHAMPIONS, SPARK PLUG TROUBLES ARE A THING OF THE PAST."



The Champion Spark Plugs for your car are products of the same research engineering and manufacturing facilities, and benefit from the same basic materials and exclusive features, as the aircraft types.

Today and tomorrow, as for many years past, Champion Spark Plugs will continue to provide the maximum in performance, dependability and economy for every engine, on land, water, and in the air.

DEPENDABLE

CHAMPION SPARK PLUGS



CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

MISCELLANY

CORPORAL RAHAMAN'S PAY

Red Cross delivers a check into darkest India



In an Army truck Edmund Opitz of the Red Cross and his interpreter arrive at the Mundeswari River. They left truck there to board a homemade bamboo ferryboat.



In the ferry Opitz poles across the river. The native captain graciously allowed him to do all the work. Opitz carried a bedroll, ten gallons of fresh water and C-rations.



Native taxi, a 1923 Dodge, carried him ten miles farther. The driver had to search two villages for enough fuel for trip, insisted on taking along 15 other passengers

Abdul Rahaman, an Indian who escaped from Singapore and joined the U.S. Army, recently wished to have a \$20 allotment paid to his widowed mother in a sequestered village near Calcutta. Not knowing what it was getting into, the Red Cross undertook to deliver the allotment. When the aged beneficiary proved too weak to come to Calcutta for the check, Field Director Edmund Opitz set out, and by truck, ferry, oxcart and foot, he made the odyssey shown on these pages to deliver the corporal's check.



Bullock cart took over when the road got too narrow for cab. The village he sought was so small that it took Opitz two weeks to find a map on which it even appeared.



Palanquin is the last method of transportation used. The trip took three days and two nights but total distance covered was no more than about 25 crow-flight miles.



Walking along, Opitz ran into a native wedding. He was frequently misled by the native custom of referring to all distances up to ten miles as "just about a mile."

CONTINUED ON NEXT PAGE

" Never had the heads or pan off in 229,000 miles "



Below are excerpts of letter from Charles J. Read—one of a series of testimonial letters from all parts of the United States.

"... operate a fleet of six Ford sedan taxicabs, 1940, 1941, 1942 models ... broke them all in on Macmillan Ring-Free Motor Oil. They average 3000 miles a week.

... never had a bearing or rod failure nor a broken valve. One car has a total of 229,000 miles on it ... has never had the heads or pan off, consequently have not spent a cent on the motor.

... in the taxicab business ... we work under most difficult conditions ... maintenance costs must be kept low ... Macmillan Ring-Free does not form hard carbon, accumulate sludge, varnish and other foreign material. It keeps the motor mechanically clean and prevents much wearing and expensive friction.

... start on Macmillan Ring-Free and stay with it—is excellent advice to any new car owner."



Charles J. Read
Lawrence, Indiana ●

**BUY
MACMILLAN RING-FREE
where you see this Red sign
35¢ A QUART**

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MACMILLAN PETROLEUM CORPORATION

50 West 30th Street, New York 20 • 624 S. Michigan Avenue, Chicago 5 • 530 West Sixth Street, Los Angeles 14

Get Ready for Anti-Freeze



Clean Rust Out of Your Radiator

Now's the time to rid your cooling system of rust, scale and grease—before the cold weather sets in and you have to add anti-freeze. Don't wait for the big rush—do the job now. Du Pont's Cleanser actually dissolves rust—cleans thoroughly without harming the hose, packing or metal parts.

DU PONT
Cooling System Cleanser



THEN KEEP RUST OUT

After cleaning out the cooling system, you can stop more rust forming—and prevent acid, too—by pouring in a can of

DU PONT
Acid and Rust INHIBITOR

PREVENT RADIATOR LEAKS

Make the cooling system of your car LEAK-PROOF. Don't let your precious anti-freeze seep away this winter. You can stop the leaks, and keep them sealed, by pouring into the radiator a bottle of

DU PONT
Cooling System Sealer



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY



Opitz gives check to the corporal's mother. She had not seen her son for 21 years and thought Opitz was her son until he showed his chest was not scarred like her son's.



Mother's total wealth consisted of two chickens, which she kept in her ten-foot-square mud hut. The \$20 allotment made her the richest person in her small village.

*For Enjoyment
Unmatched...*



**You'll agree
it's "Mellow as a
Sunny Morning"**

Words can't give you the *taste* of it. But we think you'll agree Schenley Reserve *does* give you an "extra" . . . a "special", *not matched*, we believe, in any other whiskey you have tasted. Try Schenley Reserve . . . it's the most widely enjoyed whiskey in America today. Blended whiskey 86 proof. 65% grain neutral spirits. Schenley Distillers Corp., N. Y. C.



DEFEND THE CONSTITUTION

A large, detailed illustration of a man in a straw hat and a light-colored shirt, holding a massive, golden-brown tobacco leaf. He is standing in a field of dry, cracked earth. The background shows a distant horizon under a cloudy sky. The man's expression is one of pride and satisfaction.

See what I mean!
L.S./M.F.T.

A pack of Lucky Strike cigarettes is shown in the bottom right corner. The pack is white with a red and blue design. The top of the pack features the "LUCKY STRIKE" logo in a red circle, with the tagline "IT'S TOASTED" below it. The word "CIGARETTES" is printed on the side of the pack, and "L.S./M.F.T." is printed on the bottom. Several cigarettes are visible protruding from the top of the pack.

GERALD LEAKE

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